THINKDATA.

BRIDGING THE DATA GAP | FEBRUARY 2023

THINK DATA:
BRIDGING THE DATA GAP

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Young adult content unlocks the true potential of audience retention. This month's issue stresses a rising tendency we've been tracking for the past year: teen and young adult content can be the key to reducing churn rates. Various analysts have echoed the budget growth and content availability engrossing the catalogues. This trend aligns with broader shifts in the entertainment industry as younger audiences drive demand for content across various platforms. Streaming services, in particular, have seen significant growth in recent years, with many young adults opting to consume content through these platforms rather than traditional cable or broadcast television. Netflix is a suitable proof of the event with global smash targeting the segment such as this month's tops "Elite", "Outer Banks", "Ginny & Georgia", among other past hits we spotted.

Notably, young adult content oriented to female crime lovers is rising in the charts and Europe is playing the game at top level: Spanish "La Chica de Nieve", Italian "Lidia Poët", Norwegian film "Vikingvulen", and UK-co-produced "Pamela, A Love Story" have successfully travelled beyond domestic markets to neighbours and show that a female lead and a young audience tone is a good match.

Unfortunately, female audiences' high rates on platforms don't follow female creator numbers. A 2022 breakdown conducted by Women in Film and the Sundance Institute revealed gender disparity in the funding of independent films. The investigation found that male-directed films receive significantly more funding than female-directed films, and male-directed films also have bigger budgets and are more likely to secure distribution deals. The study analysed 2,000 feature films over 12 years and found that female-directed films received only 35% of the total budget, while male-directed films received 65%. Furthermore, the average budget for a male-directed film was $4.8 million, compared to $3.1 million for a female-directed movie. The study also found that male-directed films were more likely to be distributed, with 80% securing a distribution deal, compared to 62% of female-directed films. Celebrated showrunners are breaking the glass ceiling, such as Shonda Rhimes ("Inventing Anna", "Bridgeton"), Michaela Coel ("I May Destroy You"), Gillian Flynn ("Utopia"), and Phoebe Waller-Bridge ("Fleabag") are just a few fighters.

Companies that produce and distribute content increasingly focus on creating content that appeals to younger audiences.

Amazon Prime Video rolled TikTokers and Youtubers docu-series to compel teens to its app. Streaming platforms are imitating social media gigs to boost the "addiction" to stay in the ecosystem: games, likes, short clips, top-notched visuals, next episodes slip next, etc.

Netflix's viewing of teen-rated content skyrocketed from November onwards, pumped by "Wednesday", "Never I Have Ever", "Purple Hearts", "Las de la Última Fila", among others. Overall, the data suggests that young adult content consumption is a significant and growing trend; for the past 6 months, content tagged for teens and young adults amassed 714M streams on Netflix while 58M streams on Amazon.

Creators that can target this demographic effectively will likely see continued success in the years to come. You're already connected to the new data trend so go and get some tea and enjoy the reading of our monthly report!

Your analysts,

Celia Fumanal and Sarah Calderón

THEFILMAGENCY

THE PRESS SAY ABOUT US

" *The Film Agency's new analytical product, Think Data: Bridging The Data Gap, aims to **empower** independent content creators by giving them access to European streaming data.*

SCREENDAILY

" *In order to analyse **consumption trends,** Think Data focuses on the country of origin and the genre of the titles, as well as whether viewership happens in or outside the home.*

EL PAÍS

" *Think data will provide **data analytical reports** regarding the subscription video on demand (SVOD) viewership in different strategical countries.*

AUDIOVISUAL451
el medio online de la industria audiovisual

" *An absolute must independent analysis for industry professionals. Think data offers **valuable information** to understand the trends in SVOD consumption, the positioning of platforms at European level and reliable key indicators about the popularity of genre and contents.*

BUSINESS INSIDER

" *These reports will allow subscribers to **analyse the market with ease,** as they will take a close look at indie titles, the most iconic genres and European content.*

cineuropa

" *At last there will be data of **the streamer services** thanks to Think Data.*

DECINE21

WHAT IS SODA
HOW WE DO WHAT WE DO...

In 2019, Digital i developed SoDA, our new SVOD viewing measurement system, starting with the biggest SVOD service in the world, Netflix. In 2020 we built upon the success of the project by launching measurement of Amazon Prime Video.

Much like TV audience measurement systems across the world, SoDA is a sample based system, however, our methodology is unique in the sense that it collects accurate viewing data that comes directly from the accounts of a fully managed panel.

The data we use is passively collected, meaning zero human error. Our methodology also means that we capture viewing across all devices (including the TV set) and also viewing to content that is recorded and viewed offline.

We are currently collecting this data from a sample of over 6250 accounts, this data is then processed through our system and weights are applied to make the viewing data representative of the subscriber bases in each territory. Our sampling methodologies hove been verified by leading statisticians and are statistically robust.

The data allows us to interrogate SVOD viewing in great detail, including analysing total consumption, the lifecycle of content, binge viewing, series loyalty and much more.

The data is available through our online dashboard system which allows users to login and directly access and interrogate SVOD data with unprecedented flexibility.

The data is available in the following territories - UK, France, Germany, Spain and Italy.

All use of Digital i SoDA data in the press should be attributed as - Digital i - SoDA

Digital i's SVOD Measurement System SoDA

digital i

PROGRAMMING (AND COUNTER-PROGRAMMING) IN STREAMING

BY ELENA NEIRA

A couple of decades ago, the consumption of movies and television was marked by a strong sense of inertia. Television was the queen of the household from Monday to Friday, with families gathering in the living room to watch programs that risked losing their viewership in a world full of alternatives. The only threat to their attention was commercials, which frantically prompted viewers to switch channels to avoid being bombarded by advertising. Audience numbers and consumption quotas were high, and the leaders were clearly on top. Cinema, except for more highbrow profiles, took the lead on weekends, providing a more special and experiential type of consumption. Once again, winners and losers were more or less controlled and clearly defined.

Internet changed everything. The possibility of challenging the linearity of consumption, along with the proliferation of screens and access points, has fragmented consumption to unprecedented limits and reduced the accumulated figures for each leisure alternative.

Do people still watch a lot of TV and cinema? Undoubtedly, yes. However, what has caused an increase in the number of agents operating in the market is the exponential increase in the number of hours of content that arrive on platforms every week. The convenience of these platforms' proposals has allowed each member of the household to have different viewing experiences, which is why this consumption is no longer, as a rule, simultaneously massive. Only event programs or series marathons manage to propel views to stand out in statistics from the rest.

A careful examination of this month's Think Data report provides the best evidence of this phenomenon. The more platforms there are, the greater the dissemination of consumption. At this point in the streaming post-war, neither market shares nor consumption quotas are firmly established for anyone. The industry is abandoning the term "liquid audience" (referring to the audience that naturally flowed between screens and offers) and embracing the concept of a "gaseous audience" - an ephemeral, diffuse audience with punctual concentrations for reasons of relevance that dissipate at the first sign of change.

The lack of loyalty towards services is prompting companies to strengthen their engagement strategies and fight back with careful programming techniques. In the OTT realm, programming (and counter-programming) has become as important as it was twenty years ago for television networks. Catalog releases, highly anticipated projects, adaptations of cultural phenomena... platforms know perfectly well that there are many ways for content to be perceived as relevant. The key now seems to be generating enough buzz around the appointment so that the proposal, your content, is at the top of their list.

Elena Neira

La Otra Pantalla | Guest Analyst of the Month

SPAIN 100 MOVIES | OVERVIEW
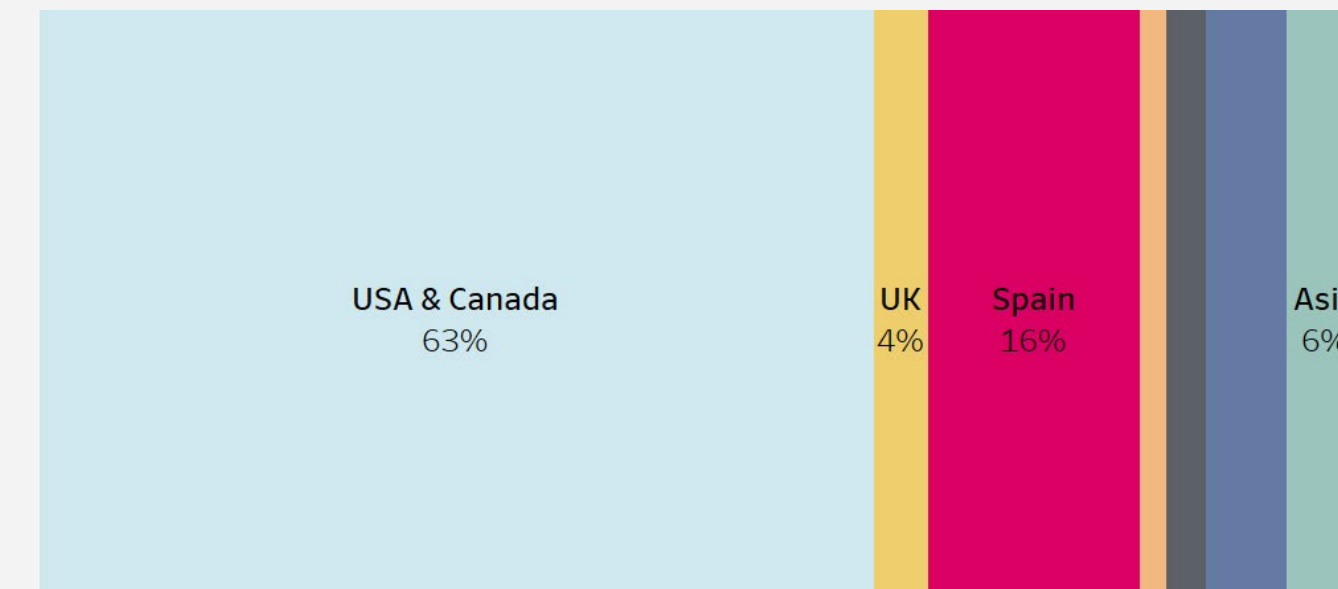
TOTAL STREAMS BY MOVIE
NETFLIX - AMAZON

	MOVIES	PLATFORM	GENRE	
1	Infiesto	Netflix	Drama	4.585
2	Your Place or Mine	Netflix	Comedy	3.231
3	You People	Netflix	Comedy	1.887
4	Vikingulven	Netflix	Horror & Fantasy	1.772
5	Shotgun Wedding	Amazon	Comedy	1.512
6	We Have a Ghost	Netflix	Family & Kids	1.477
7	The Strays	Netflix	Drama	1.455
8	Adiós	Netflix	Drama	1.440
9	Joker	Netflix	Drama	1.207
10	Pamela: A Love Story	Netflix	Documentary	1.139
11	Birds of Prey	Netflix	Comedy	1.089
12	Venus	Amazon	Horror & Fantasy	1.052
13	Fast & Furious Presents: Hobbs & Shaw	Netflix	Action	986
14	True Spirit	Netflix	Family & Kids	979
15	Just Mercy	Netflix	Drama	837
16	All Quiet on the Western Front	Netflix	Documentary	817
17	Gridiron Gang	Netflix	Drama	785
18	The Unholy	Netflix	Drama	779
19	On the Fringe	Amazon	Drama	691
20	Los renglones torcidos de Dios	Netflix	Thriller	662
21	Stromboli	Netflix	Drama	659
22	Snake Eyes: G.I. Joe Origins	Netflix	Sci-Fi	655
23	Squared Love All Over Again	Netflix	Comedy	654
24	The Beach of the Drowned	Netflix	Drama	646
25	Kampen om Narvik - Hitlers første nederlag	Netflix	Drama	628
26	Monster Hunter	Netflix	Drama	606
27	Knives Out 2	Netflix	Comedy	585
28	F9	Amazon	Family & Kids	574
29	Cinco lobitos	HBO Max	Drama	566
30	Matilda	Netflix	Family & Kids	544
31	It Chapter Two	Netflix	Drama	471
32	Puss in Boots	Netflix	Family & Kids	466
33	The Pale Blue Eye	Netflix	Drama	437
34	Unlocked	Netflix	Drama	416
35	Sing	Netflix	Family & Kids	411

SHOWING 35/100 - See complete chart here

CATALOG SHARE BY COUNTRY
NETFLIX - AMAZON

USA & Canada 63% | UK 4% | Spain 16% | Asia 6%

GENRES TOTAL STREAMS BY COUNTRIES
NETFLIX - AMAZON

Genre	Values
Drama	7.873 / 1.455 / 8.616 / 1.554
Comedy	9.672 / 1.321
Family & Kids	7.278 / 979 / 812
Horror & Fantasy	1.772
Documentary	817 / 1.139
Action	986
Sci-Fi	797
Thriller	662
Animation	265

0K 1K 2K 3K 4K 5K 6K 7K 8K 9K 10K 11K 12K 13K 14K 15K 16K 17K 18K 19K 20K

streams (.000)
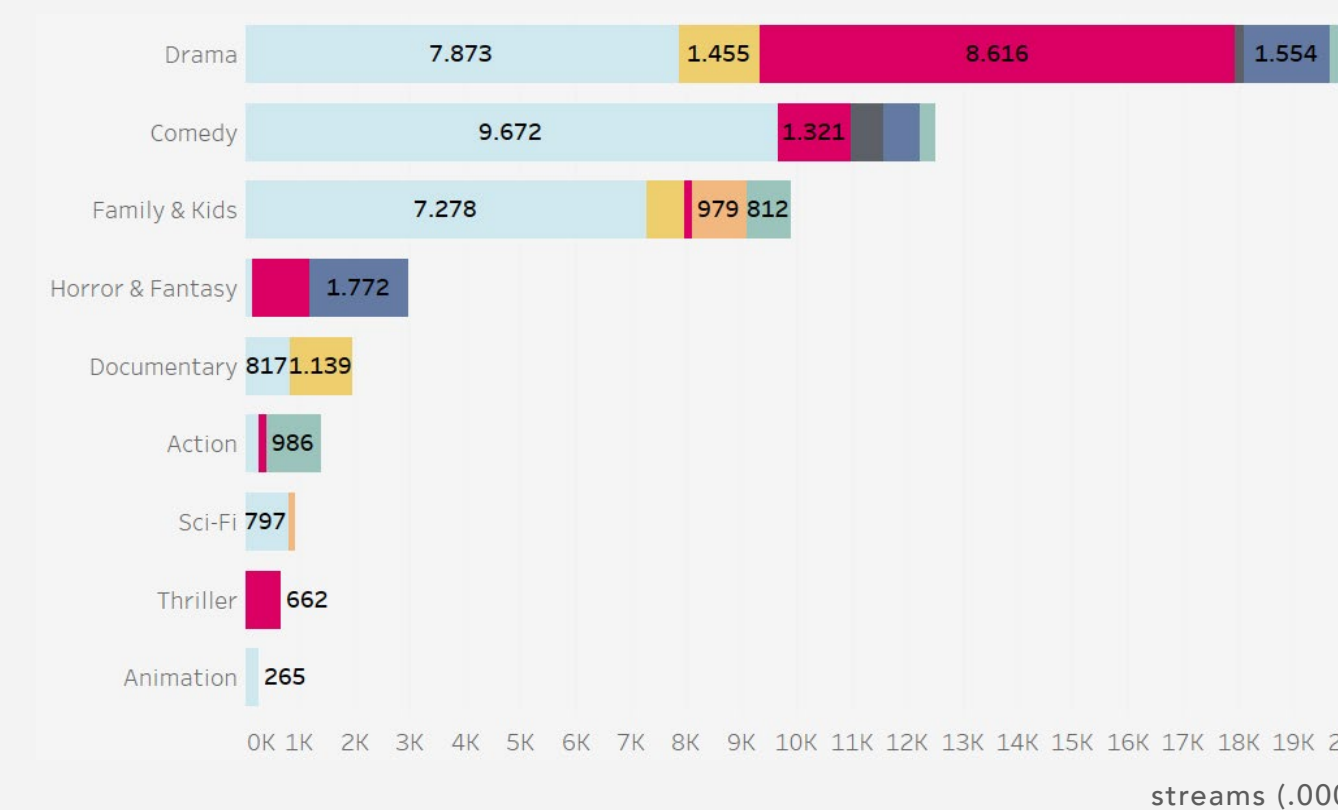
NOTHING GOOD LASTS FOREVER

After being the top market for only one month out of the five analyzed, Spain has returned to its usual third position. We haven't seen a Top 100 with such a low quantity of accumulated streams since September 2021. However, can we confirm that Netflix is losing power in Spain? February is always an irregular month, catching the audience at the height of post-holiday budget crunch, and given the current financial situation where inflation is unstoppable, it's quite ordinary to see this kind of drop in consumption. The decrease in streams benefits local movies.

A DECREASE IN STREAMS BENEFITS LOCAL MOVIES

The good news is that local content hasn't decreased. Spanish movies now receive 23.5% of the local share in their home market and 7.2% in all markets, the best percentage since May 2022. This is because of "Infiesto," a Vaca Films co-production, the production company behind "Celda 211," "Extinction," "El Niño," and the show "La Unidad." "Infiesto" has collected 4.5M in Spain and 10.3M in the five analyzed countries."
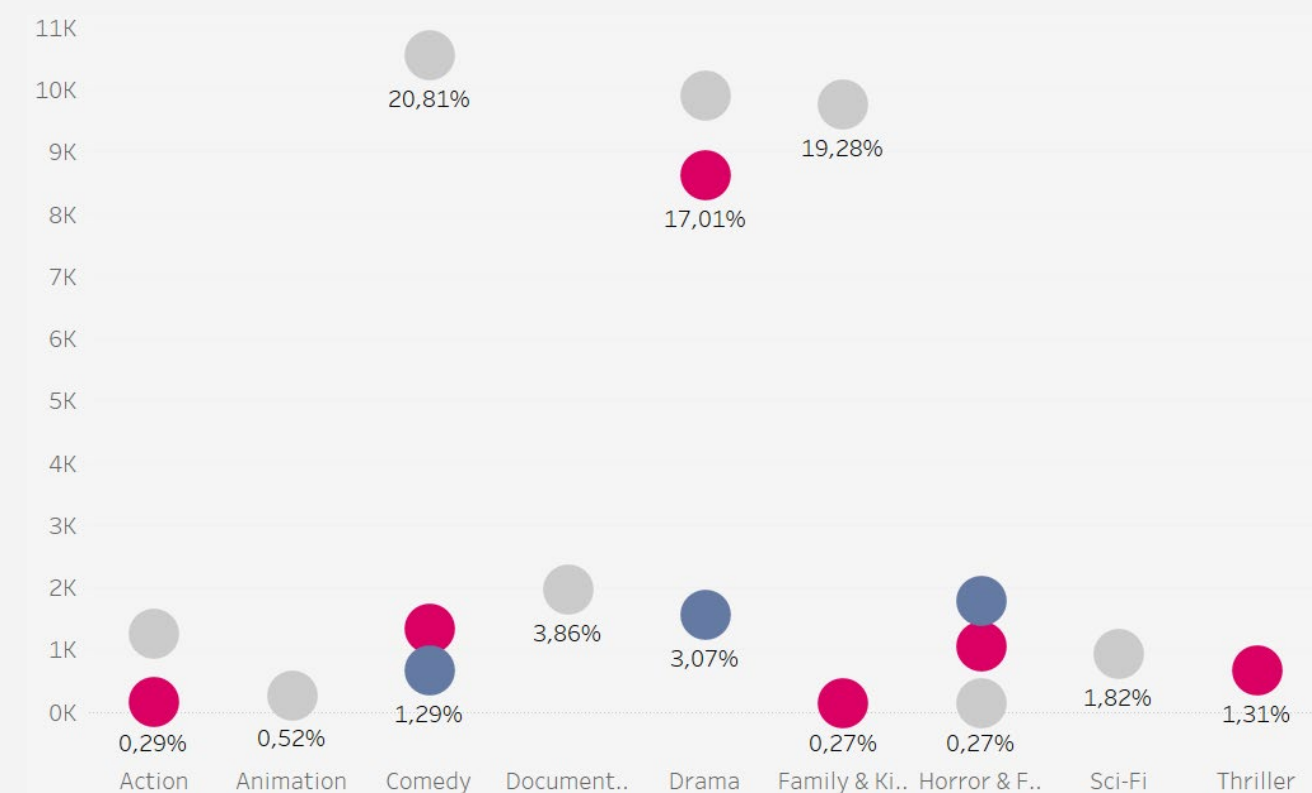
PRODUCTION COUNTRIES: Usa & Canada | Europe | Spain | Asia | UK | Latam | Other

SPAIN 100 MOVIES | EUROPEAN FOCUS

LOCAL AND EUROPEAN MOVIES IN THE TOP 100
NETFLIX - AMAZON

	MOVIES	PLATFORM		POSITION	GENRE	
1	Infiesto	Netflix	ES	1	Drama	4.585
2	Vikingulven	Netflix	NO	4	Horror & Fantasy	1.772
3	Adiós	Netflix	ES	7	Drama	1.440
4	Venus	Amazon	ES	2	Horror & Fantasy	1.052
5	On the Fringe	Amazon	ES	3	Drama	691
6	Los renglones torcidos de ..	Netflix	ES	17	Thriller	662
7	Stromboli	Netflix	NL	18	Drama	659
8	Squared Love All Over Aga..	Netflix	PO	20	Comedy	654
9	The Beach of the Drowned	Netflix	ES	21	Drama	646
10	Kampen om Narvik - Hitler..	Netflix	NO	22	Drama	628
11	Cinco lobitos	HBO Max	ES	1	Drama	566
12	Objetos	Amazon	ES	5	Drama	400
13	Wednesdays don't exist	Netflix	ES	31	Comedy	383
14	Rosa's Wedding	Netflix	ES	35	Comedy	323
15	Witching and Bitching	Netflix	ES	37	Comedy	319

SHOWING 15/

CONTRIBUTION OF LOCAL & EUROPEAN MOVIES TO TOTAL STREAMS
NETFLIX - AMAZON

NUMBER OF TITLES BY GENRES
NETFLIX - AMAZON

GENRE	EU	SPAIN
Action		1
Comedy	1	5
Drama	4	7
Family & Kids		1
Horror & Fantasy	1	1
Thriller		1

CONTRIBUTION TO DRAMA STREAMS

7,7%
42,9%
49,3%
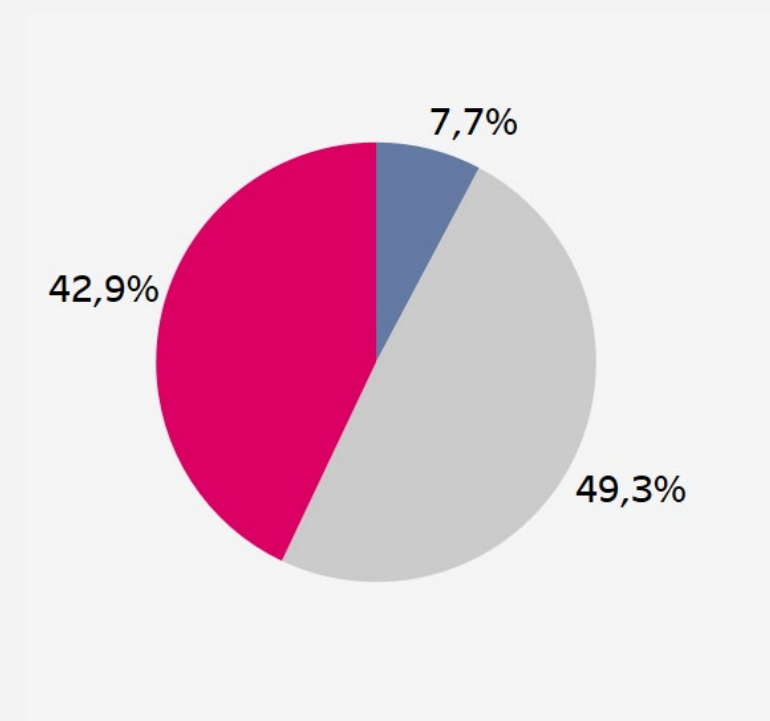
PRODUCTION COUNTRIES: ■ Europe ■ Spain ■ Others

LOCAL MOVIES ARE FEATURED ON AMAZON THIS MONTH

Although Amazon only has 29 titles in the top 100, it is the platform that brings the highest amount of local titles: a total of 8 Spanish movies are pushed by prime Video this month. "On the Fringe", for example, is in position #3 on Amazon and #19 on the general grid, and it has collected 1M streams since it was released on Amazon. "Objetos", on position #36 and #5 on Amazon has now collected 938K. It is "Venus", the new horror movie from Jaume Balagueró, starred by Ester Expósito and produced by Pokeepsie Films, Álex de la Iglesia and Carolina Bang Production, the local movie that has been most popular on the platform, with 1M views in just one month.

"HORROR & FANTASY" IS THE TERROR OF FEBRUARY

Venus" is not the only movie that is making "Horror & Fantasy" shine this month: with 5.8%. Norwegian "Vikingulven" is the second most popular film this month, and it's not a Netflix Original. The movie stands alone among the European streams in the Spanish market. Nordic Horror is enjoying its long-lasting branding on Netflix.

SPAIN 100 MOVIES | SVOD PLATFORMS

MOST WATCHED GENRES
SHARE BY PLATFORM

Genre	Share
Drama	32,01%
Comedy	19,51%
Family & Kids	11,18%
Horror & Fantasy	3,50%
Action	2,47%
Sci-Fi	1,29%
Thriller	
Drama	4,80%
Comedy	4,68%
Family & Kids	3,49%
Horror & Fantasy	2,34%
Family & Kids	4,88%
Drama	2,82%

TOTAL STREAMS BY GENRES
PLATFORM COMPARATIVE

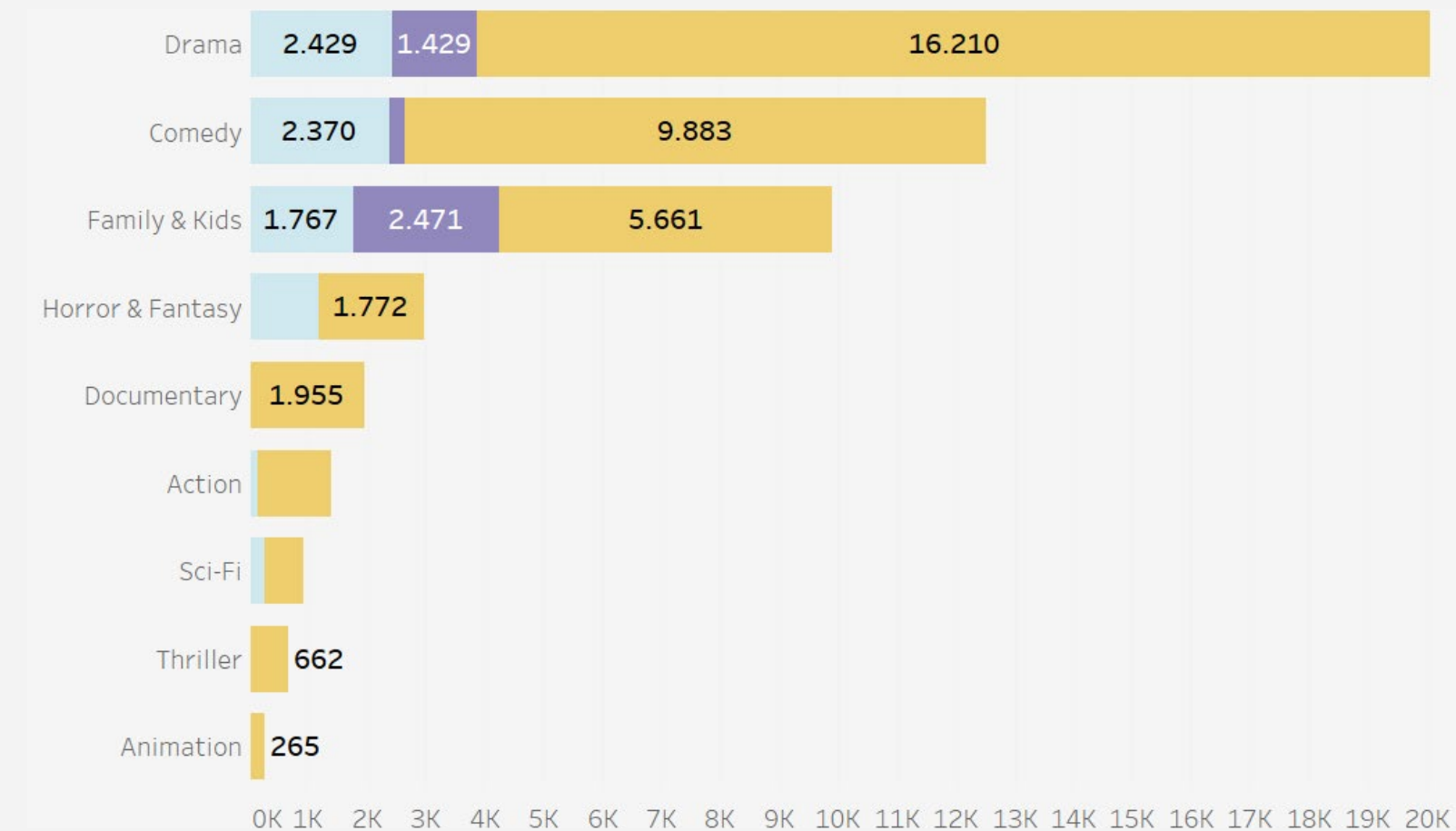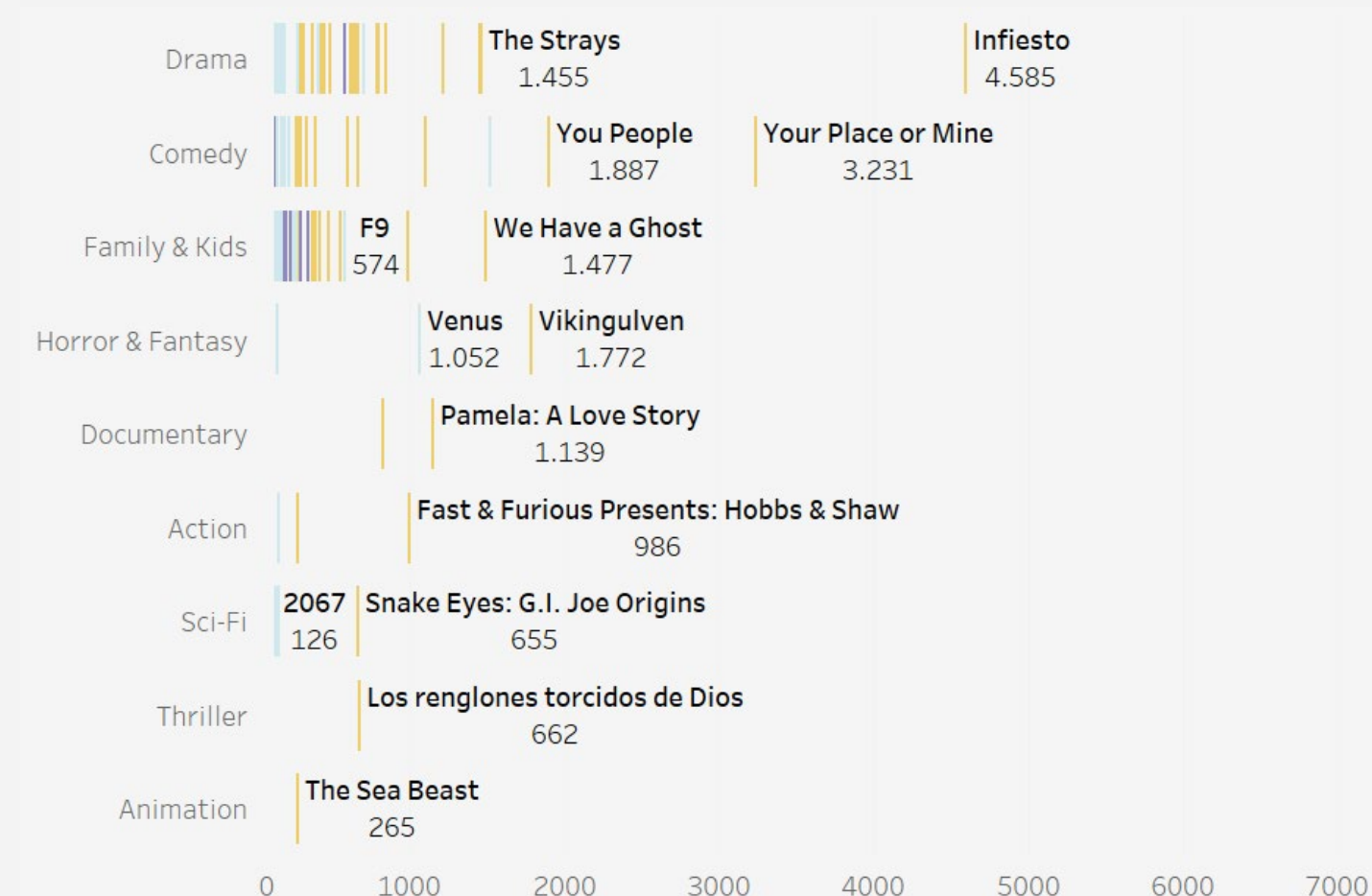| Genre	Amazon	HBO Max	Netflix
Drama	2.429	1.429	16.210
Comedy	2.370		9.883
Family & Kids	1.767	2.471	5.661
Horror & Fantasy			1.772
Documentary			1.955
Action			
Sci-Fi			
Thriller			662
Animation			265

0K 1K 2K 3K 4K 5K 6K 7K 8K 9K 10K 11K 12K 13K 14K 15K 16K 17K 18K 19K 20K

TOP SHOWS STREAMS BY GENRES

Genre		
Drama	The Strays 1.455	Infiesto 4.585
Comedy	You People 1.887	Your Place or Mine 3.231
Family & Kids	F9 574	We Have a Ghost 1.477
Horror & Fantasy	Venus 1.052	Vikingulven 1.772
Documentary	Pamela: A Love Story 1.139	
Action	Fast & Furious Presents: Hobbs & Shaw 986	
Sci-Fi	2067 126	Snake Eyes: G.I. Joe Origins 655
Thriller	Los renglones torcidos de Dios 662	
Animation	The Sea Beast 265	

0   1000   2000   3000   4000   5000   6000   7000

OTT: ■ Amazon ■ Netflix ■ HBO Max

HBO MAX GAINS PROMINENCE IN SPAIN

We've only had the pleasure of tracing HBO Max's data (soon to be rebranded as Max due to the titanic merger with Discovery) for three months now. We quickly spotted how HBO Max bested Prime in shows, but Prime still mastered the movie market. Up until now. This month, HBO Max overtakes Prime Video this month, collecting almost twice as much share. They collected 8.3 and 4.8 points of share respectively. Netflix, on its behalf, loses almost 10 points of share in comparison with last month.

Despite being the second platform with more titles in the Top 100, we don't see the HBO Max movie up until position #29, where "Cinco Lobitos" is still standing. Since its premiere on the platform, the movie has collected more than 1M views. The rest of HBO Max streams mainly come from Warner Bros movies, the Harry Potter saga and "Black Adam". However, Prime Video is the platform that is bringing more European and Spanish production to the charts.

SPAIN 100 SHOWS | OVERVIEW
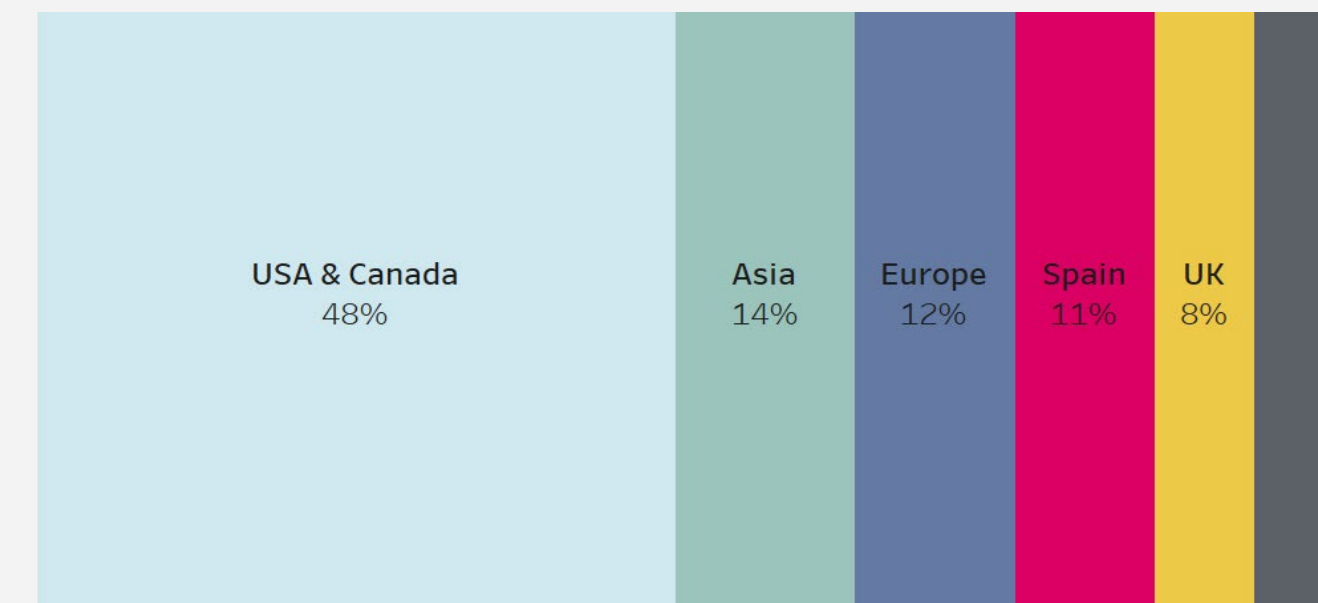
TOTAL STREAMS BY SHOW
NETFLIX - AMAZON

	SHOWS	PLATFORM	GENRE	
1	La chica de nieve	Netflix	Thriller	21.596
2	The Big Bang Theory	HBO Max	Comedy	19.630
3	The Last of Us	HBO Max	Drama	13.752
4	You	Netflix	Drama	13.332
5	Friends	HBO Max	Comedy	12.435
6	Todas las veces que nos e..	Netflix	Comedy	12.024
7	Outer Banks	Netflix	Family & Kids	11.716
8	Haikyuu!!	Netflix	Family & Kids	11.006
9	Machos Alfa	Netflix	Comedy	9.019
10	Sky Rojo	Netflix	Drama	8.499
11	Grizzy and the Lemmings	Netflix	Family & Kids	8.400
12	Lidia Poët	Netflix	Drama	8.109
13	PAW Patrol	Netflix	Animation	7.740
14	Molang	Netflix	Family & Kids	7.450
15	Lockwood & Co	Netflix	Drama	6.599
16	Ginny & Georgia	Netflix	Family & Kids	6.475
17	La Reina del Sur	Netflix	Drama	5.860
18	Physical: 100	Netflix	Game-Show & Reality-TV	5.589
19	Wednesday	Netflix	Family & Kids	5.536
20	The Amazing World of Gu...	HBO Max	Family & Kids	4.707
21	Red Rose	Netflix	Family & Kids	4.688
22	Poor Devil	HBO Max	Comedy	4.545
23	Les Combattantes	Netflix	Drama	4.333
24	Black Clover	Netflix	Animation	4.310
25	Fauda	Netflix	Drama	4.220
26	Emily in Paris	Netflix	Comedy	4.099
27	Traitors España	HBO Max	Reality Show	3.987
28	Triada	Netflix	Drama	3.785
29	Simon	Netflix	Animation	3.693
30	The Queen of Flow	Netflix	Drama	3.663
31	Santiago of the Seas	Netflix	Family & Kids	3.620
32	Pretty Little Liars	HBO Max	Drama	3.393
33	The Scent of Passion	Netflix	Drama	3.218

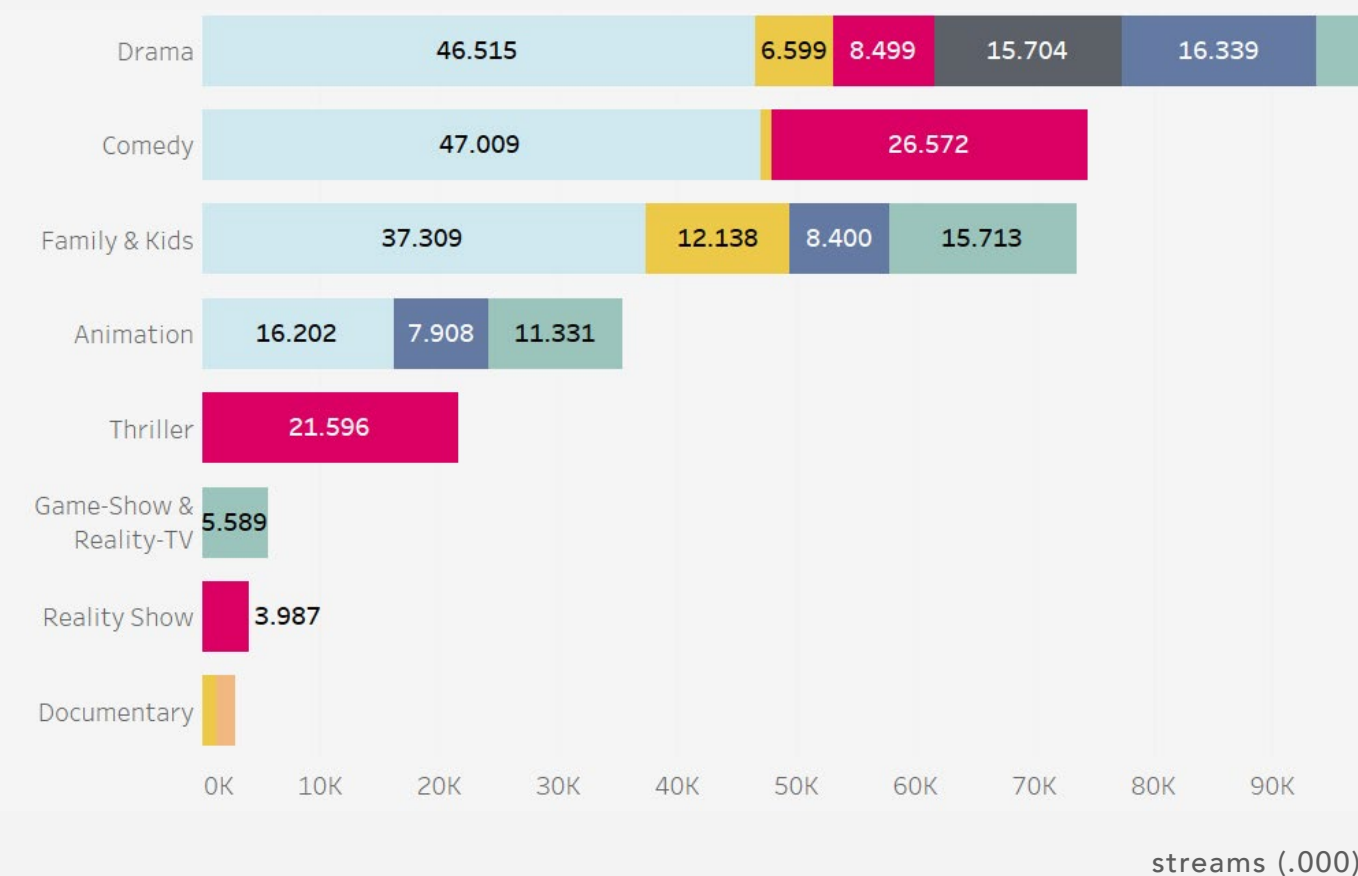SHOWING 33/100 - See complete chart here

CATALOG SHARE BY COUNTRY
NETFLIX - AMAZON

USA & Canada 48%	Asia 14%	Europe 12%	Spain 11%	UK 8%	

GENRES TOTAL STREAMS BY COUNTRIES
NETFLIX - AMAZON

Drama	46.515	6.599	8.499	15.704	16.339
Comedy	47.009	26.572
Family & Kids	37.309	12.138	8.400	15.713
Animation	16.202	7.908	11.331
Thriller	21.596
Game-Show & Reality-TV	5.589
Reality Show	3.987
Documentary	

0K 10K 20K 30K 40K 50K 60K 70K 80K 90K

streams (.000)

"LA CHICA DE NIEVE" AND THE TRAVELABILITY OF EUROPEAN CRIME

The show produced by Atípica Films for Netflix has had an excellent performance, but not particularly in its local market. According to our data, since it came out, "La Chica de Nieve" has collected 79.7M in all markets, where half of them come from Spain. Nevertheless, in the three weeks that the show has been of Global Top #10 on Netflix, "La Chica de Nieve" has gathered 100M hours streamed in markets such as the US or the Brazil. Another example of how pan-European products usually travel best if they fit in the crime genre, as we explained in Italy's last Hot Title.

A SPECIAL MONTH FOR ASIAN CONTENT

Compared to its neighbors France and Italy, Spain doesn't tend to consume a lot of Asian content in the show market. But this month is different: Asia is the only region that manages to increase its share, standing as the third most popular production zone this month thanks to "Haiky !!", "Physical: 100", "The Amazing World of Gumball" with 11.7% of the share. Asian streams haven't been that high in the Spanish market since October 2021, when "Squid Game" premiered.

PRODUCTION COUNTRIES: Usa & Canada Europe Spain Asia UK Latam Other
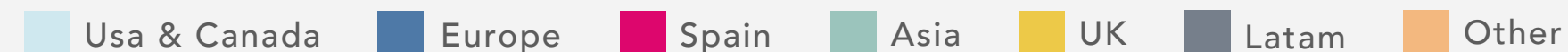
SPAIN 100 SHOWS | EUROPEAN FOCUS

LOCAL AND EUROPEAN SHOWS IN THE TOP 100
NETFLIX - AMAZON

	SHOWS		PLATFORM		POSITION	GENRE	
1	La chica de nieve	1	Netflix	ES	1	Thriller	21.596
2	Todas las veces que nos e..	1	Netflix	ES	2	Comedy	12.024
3	Machos Alfa	1	Netflix	ES	4	Comedy	9.019
4	Sky Rojo	3	Netflix	ES	7	Drama	5.871
		2	Netflix	ES	38	Drama	2.629
5	Grizzy and the Lemmings	2	Netflix	FR	13	Family & Kids	4.694
		1	Netflix	FR	24	Family & Kids	3.707
6	Lidia Poët	1	Netflix	IT	5	Drama	8.109
7	Poor Devil	1	HBO Max	ES	2	Comedy	4.545
8	Les Combattantes	1	Netflix	FR	15	Drama	4.333
9	Traitors España	1	HBO Max	ES	3	Reality Show	3.987
10	Simon	1	Netflix	FR	25	Animation	3.693
11	Sonic Boom	1	Netflix	FR	36	Animation	2.655
12	Totenfrau	1	Netflix	AT	50	Drama	2.167
13	Operación Marea Negra	2	Amazon	PO	3	Drama	1.731
14	Maya the Bee	1	Amazon	FR	7	Animation	1.560
15	La que se avecina	5	Amazon	ES	12	Comedy	984

CONTRIBUTION OF LOCAL & EUROPEAN SHOWS TO TOTAL STREAMS
NETFLIX - AMAZON

NUMBER OF TITLES BY GENRES
NETFLIX - AMAZON

GENRE	EU	SPAIN
Animation	3	
Comedy		4
Drama	4	1
Family & Kids	1	
Reality Show		1
Thriller		1

CONTRIBUTION TO DRAMA STREAMS

16,7%

8,7%

74,6%

PRODUCTION COUNTRIES: ■ Europe ■ Spain ■ Others

HBO MAX BRINGS LOCAL ADULT ANIMATION TO THE TABLE

Animation is not synonymous with "content for children". "Bojack Horseman" or "Rick and Morty" are recent and clear examples of that. In the last couple of years, we've seen adult animations grow. However, for the vast majority, all of them were exports. Up until "Poor Devil". The show, created by Miguel Esteban, Joaquín Reyes and Ernesto Sevilla, has gathered 4.5M views, being the fifth most played local content in the month of February. The show is produced by Buendía Estudios, an arm of the local TV channel Antena 3, famous for producing "Apagón" or "Veneno" as well.

CUPID'S ARROW LANDS IN NETFLIX SPAIN

Of course, Netflix also had a brand new production to stream on Valentine's Day: "Todas las veces que nos enamoramos" was Netflix Spain's army to melt our hearts. This romcom is written by the expert of the subject in the Spanish lands, Carlos Montero, the mind behind "Elite" and "Física o Química" amongst others.

SPAIN 100 SHOWS | SVOD PLATFORMS
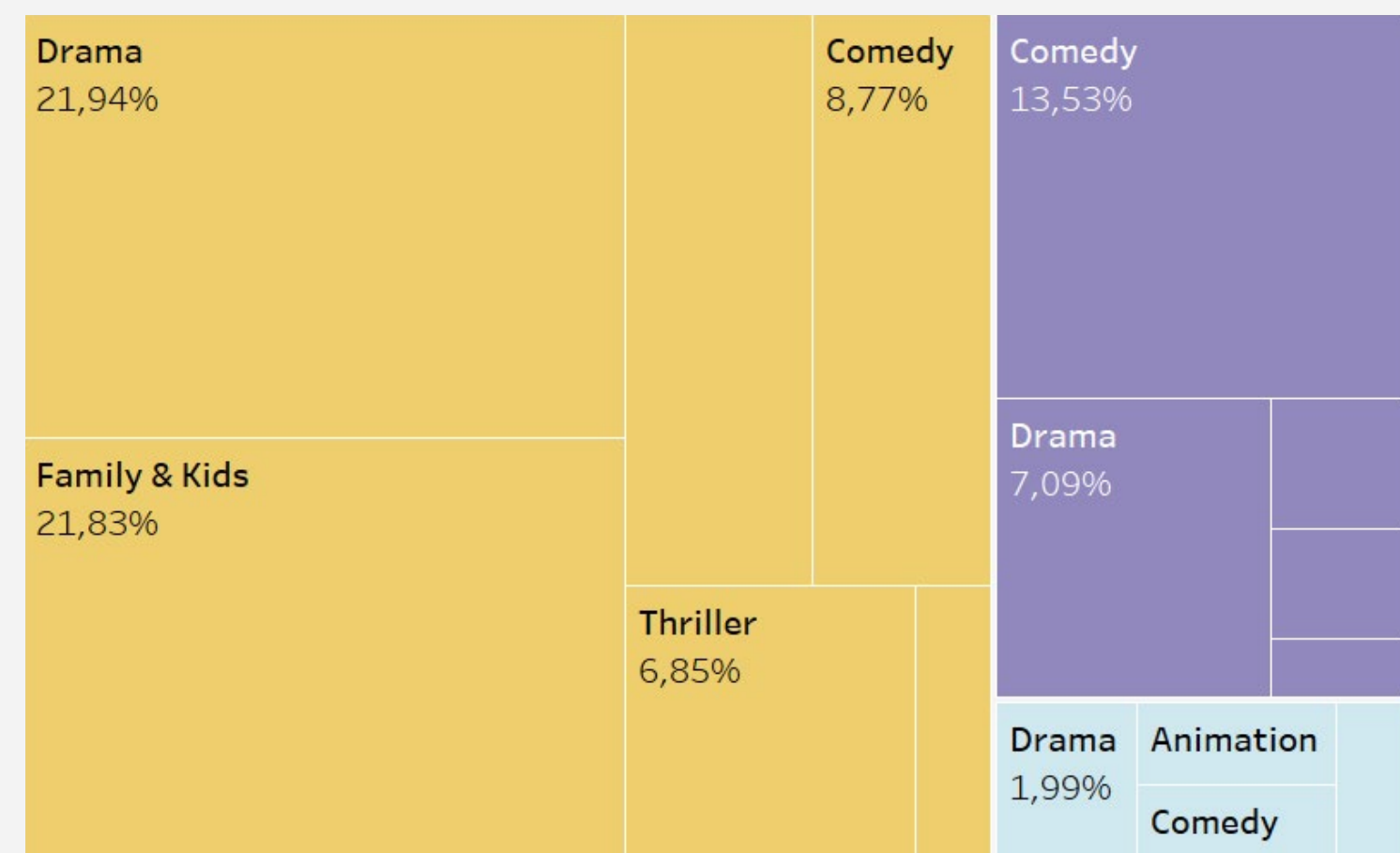
MOST WATCHED GENRES
SHARE BY PLATFORM

Drama 21,94%
Family & Kids 21,83%
Thriller 6,85%
Comedy 8,77%
Comedy 13,53%
Drama 7,09%
Drama 1,99%
Animation
Comedy

TOTAL STREAMS BY GENRES
PLATFORM COMPARATIVE

Genre	Values
Drama	69.228 / 22.379 / 6.269
Comedy	27.677 / 42.670
Family & Kids	68.854
Animation	28.738
Thriller	21.596
Game-Show & Reality-TV	5.589
Reality Show	3.987
Documentary	2.886
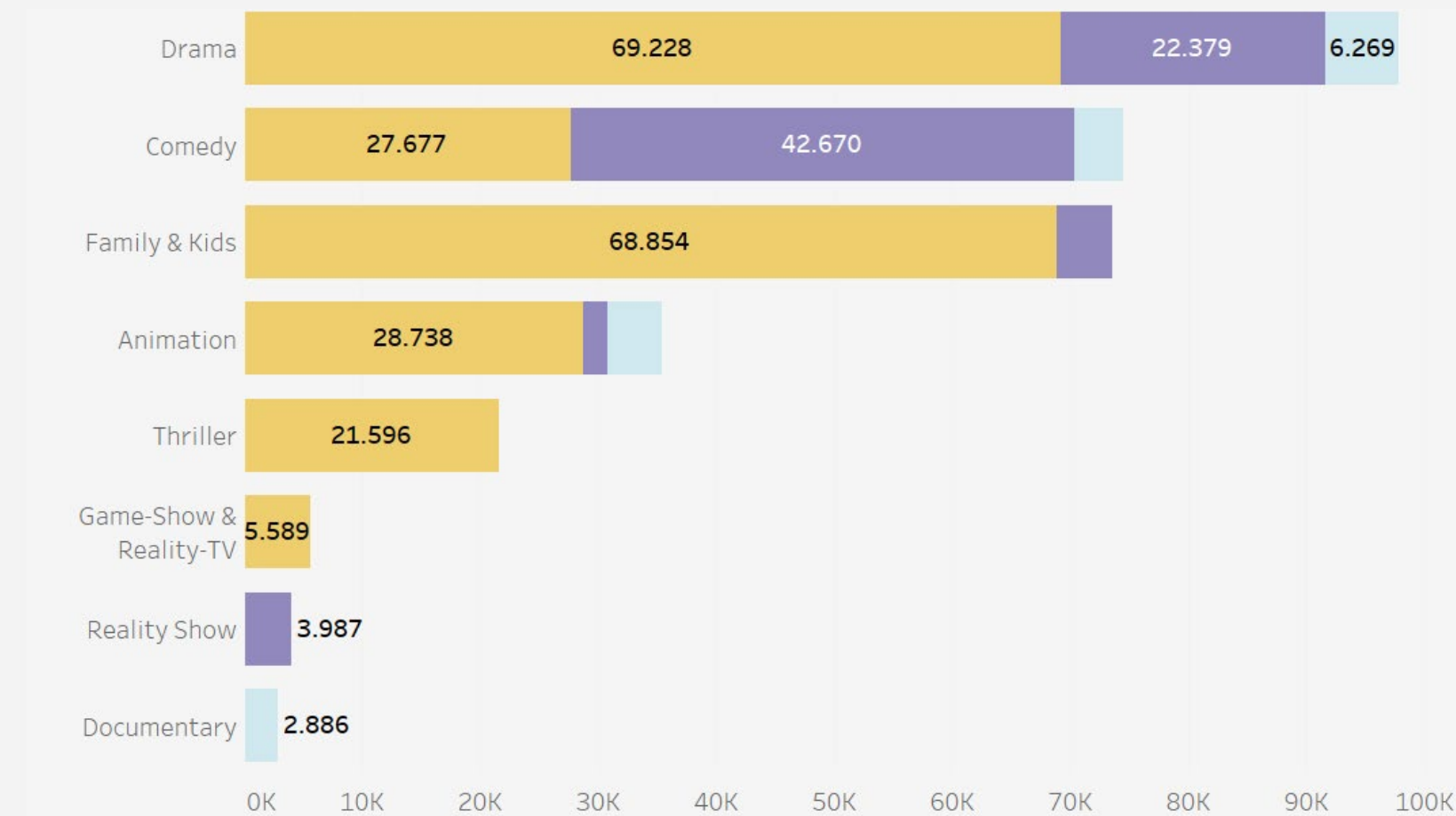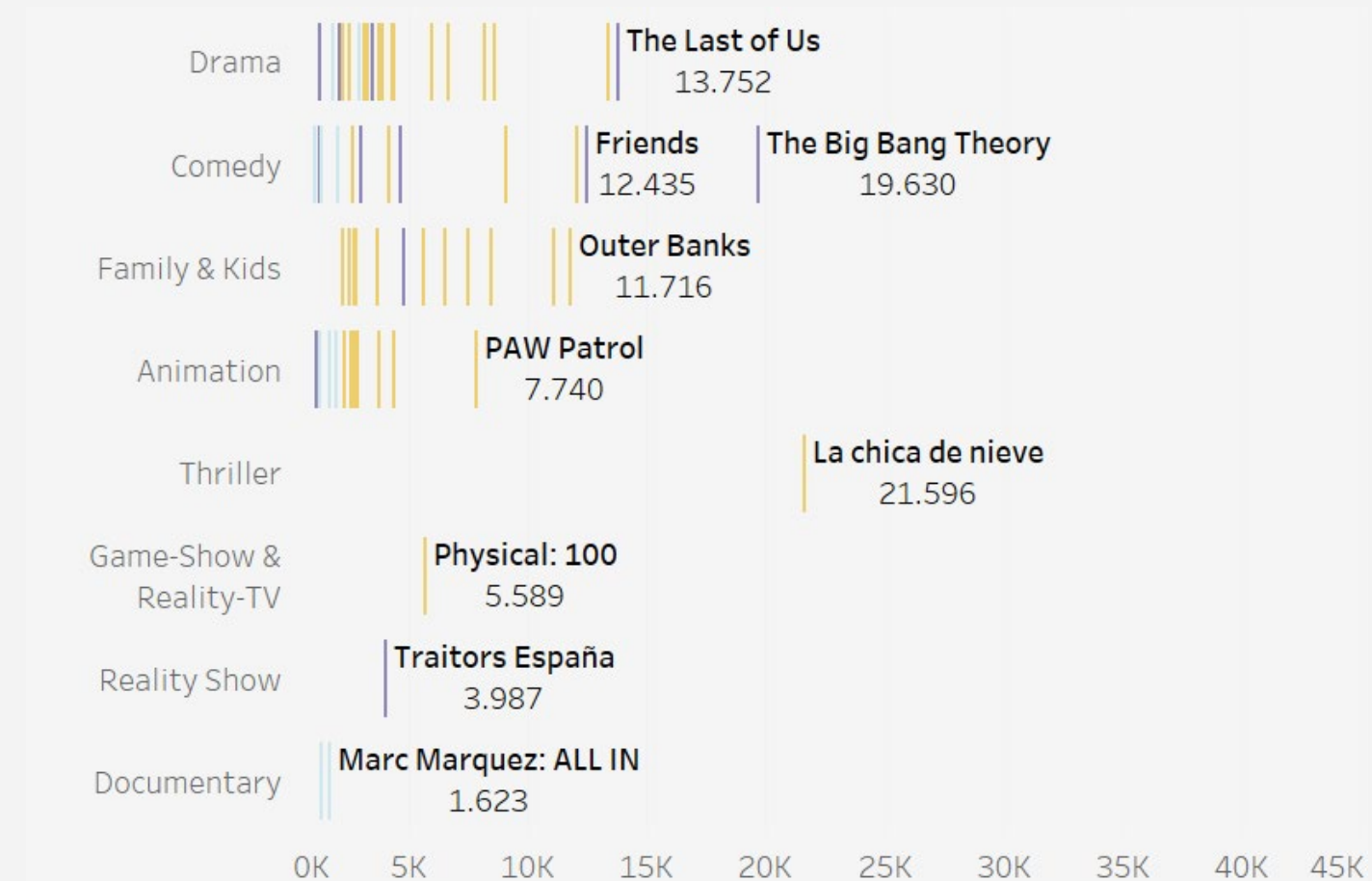
BEWARE OF HBO MAX

Only three months after its entry on the lists, HBO Max left Netflix with only 81,7% of share, one of the worst performance Los Gatos company has ever had. The worst mark we've ever recorded was spotted in February 2022, when Netflix only got 75,7% of total share.

It's no surprise that HBO Max is conquering the charts. They're doing everything it has to be done to succeed: having a good programming calendar, investing in local products and promoting their strong locomotives very well. This is why since August, every Sunday HBO Max brings us an incredible episode of the most beloved shows: "House of Dragon", "The White Lotus", "The Last of Us" and now, "Succession". On the other hand, diverse local shows such as "Poor Devil" and "Traitors" are also doing very well in Spain.

TOP SHOWS STREAMS BY GENRES

Genre	Show	Value
Drama	The Last of Us	13.752
Comedy	Friends	12.435
Comedy	The Big Bang Theory	19.630
Family & Kids	Outer Banks	11.716
Animation	PAW Patrol	7.740
Thriller	La chica de nieve	21.596
Game-Show & Reality-TV	Physical: 100	5.589
Reality Show	Traitors España	3.987
Documentary	Marc Marquez: ALL IN	1.623

OTT: Amazon — Netflix — HBO Max

HOT CONTENT IN SPAIN

LOLA RODRÍGUEZ
DATA SPECIALIST

CAN ONLY NETFLIX HUB SUSTAIN THE LOCAL AUDIOVISUAL INDUSTRY IN A MARKET AFFECTED BY PUBLIC FUNDING DOWNSIZING SINCE THE PANDEMIC?

At Series Mania in Lille, the European Audiovisual Observatory released a new report on the production of European original TV and SVOD fiction. The report examines the amount of European TV/SVOD fiction films and series that have been produced, with a focus on European origin ones. It also analyzes the primary acting roles, key commissioners and producers, and screenwriters and directors involved in the production process. While the entire report is informative, one particular figure stands out: only 14% of original content produced in Spain comes from public networks, which is the lowest percentage among the 10 most important countries. For instance, French public television contributes 42%, while the percentage is 61% in the Netherlands, and the highest figure is recorded in Denmark, at 74%.

Despite this comparatively low level of investment by public networks in Spain, the country is being compensated to some extent by above-average investments from global streaming platforms. In fact, Spain is the European country where investment in original content by streaming platforms represents the highest percentage of the total. The report also notes that while the UK is the leading market in the production of original content, Spain has been the second country where original content has grown the most since 2011.

Although Spain has very good figures for local content, that does not mean it cannot learn from the results of this report, particularly in terms of how other public broadcasters such as ARD, ZDF or the BBC are boosting local content. At Series Mania, execs for Netflix, Amazon Prime, Disney+ and Paramount+ all touted their local credentials and stressed about the importance of local content, even pointing out how the battle for business has moved to the local level. Although Spain is living the time of its life with the streamers boom, is it healthy to be so dependent on private foreign investment?

Looking back at the Lehman Brothers crisis 15 years ago, Spain was the hardest hit European key market. The former government's austerity measures resulted in significant cuts to public funding, including public TV. Production or purchases of high-quality series and films were halted for more than a decade, severely impacting the audiovisual sector. A decade later, Spain found a shadow in the Netflix hub, but the public sector is still way behind.

Can the government do something about it? Back in June 2021, The Spanish government transposed the new European Audiovisual law, and required international streaming video platforms such as Netflix, HBO, Disney+, Amazon Prime Video or YouTube to contribute to the funding of public broadcaster RTVE through a 1.5% tax on their annual revenues in the country. Nevertheless, the law is not becoming effective up until this present year, 2023. Will this new way of financing become a turning point for the public broadcaster?

ITALY 100 MOVIES | OVERVIEW

TOTAL STREAMS BY MOVIE
NETFLIX - AMAZON

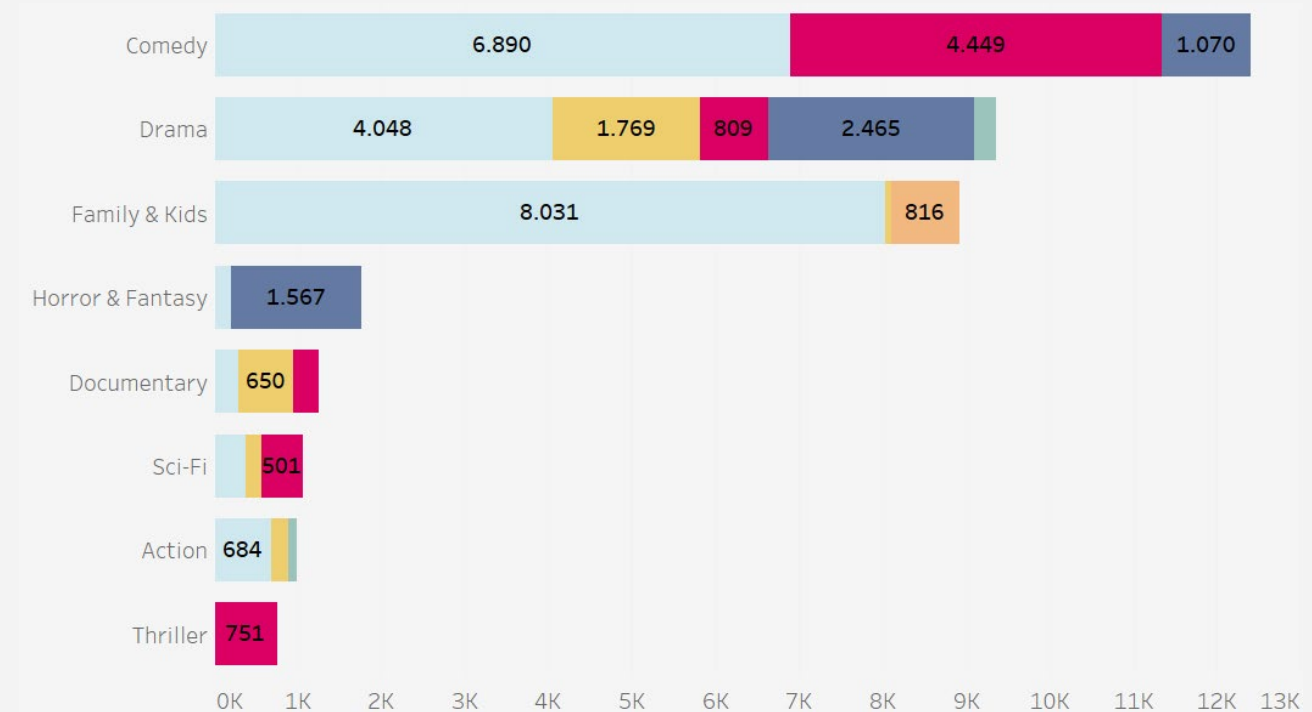|	MOVIES	PLATFORM	GENRE	
1	Your Place or Mine	Netflix	Comedy	2.539
2	Dune	Netflix	Family & Kids	1.954
3	Vikingulven	Netflix	Horror & Fantasy	1.567
4	Infiesto	Netflix	Drama	1.338
5	7 donne e un mistero	Netflix	Comedy	1.297
6	Shotgun Wedding	Amazon	Comedy	1.258
7	You People	Netflix	Comedy	1.118
8	We Have a Ghost	Netflix	Family & Kids	1.096
9	The Strays	Netflix	Drama	1.044
10	La stranezza	Amazon	Comedy	830
11	True Spirit	Netflix	Family & Kids	816
12	The Pledge	Netflix	Drama	765
13	I Am the Abyss	Netflix	Thriller	751
14	Pamela: A Love Story	Netflix	Documentary	650
15	Harry Potter and the Sorcerer's Stone	Amazon	Family & Kids	178
		Netflix	Family & Kids	426
16	A Time to Kill	Netflix	Drama	576
17	Luce	Netflix	Drama	557
18	Una gran voglia di vivere	Amazon	Comedy	550
19	Welcome at Esposito's	Netflix	Comedy	521
20	Trouble	Netflix	Family & Kids	519
21	The Emoji Movie	Netflix	Family & Kids	516
22	Squared Love All Over Aga..	Netflix	Comedy	508
23	Harry Potter and the Prisoner of Azkaban	Amazon	Family & Kids	73
		Netflix	Family & Kids	427
24	Love, Rosie	Netflix	Comedy	467
25	Knives Out 2	Netflix	Comedy	448
26	Il ladro di giorni	Netflix	Drama	440
27	Harry Potter and the Chamber of Secrets	Amazon	Family & Kids	161
		Netflix	Family & Kids	270
28	Freedomland	Netflix	Drama	408
29	Voyagers	Amazon	Sci-Fi	383
30	Harry Potter and the Deathly Hallows: Part 2	Amazon	Family & Kids	76
		Netflix	Family & Kids	298
31	Siccità	Amazon	Comedy	365

SHOWING 31/100 - See complete chart here

CATALOG SHARE BY COUNTRY
NETFLIX - AMAZON

USA & Canada 55%	Italy 19%	Europe 12%	UK 11%	

GENRES TOTAL STREAMS BY COUNTRIES
NETFLIX - AMAZON

Genre		
Comedy	6.890	4.449	1.070
Drama	4.048	1.769	809	2.465
Family & Kids	8.031	816
Horror & Fantasy	1.567
Documentary	650
Sci-Fi	501
Action	684
Thriller	751

0K 1K 2K 3K 4K 5K 6K 7K 8K 9K 10K 11K 12K 13K

streams (.000)

CUPID SAVES AMERICAN MOVIES FROM DROWNING

Since we began tracking data, we have observed that streaming tends to decrease in the month of February. This year, February 2023 has not been an exception. However, North American productions are the ones that are bucking the trend - mostly those productions that are available on Netflix. American movies are the ones providing these romantic moments of the year with productions like "Your Place or Mine" (2.5M), "You People" (1.1M), and "Shotgun Wedding" (1.2M).

NORWEGIAN HORROR STAYS ON THE CHARTS RELENTLESSLY

After the success of "Troll", audiences seemed to crave more Norwegian Horror. Netflix has delivered, bringing werewolves to the table. The movie premiered at the Ramaskrik Film Festival in 2022, then in theatres, and now, since early February, is available on Netflix. This is mainly why "Horror & Fantasy" has gained 5 points of share. "Family & Kids", on the other hand, has lost the momentum it had been building for the last two months.
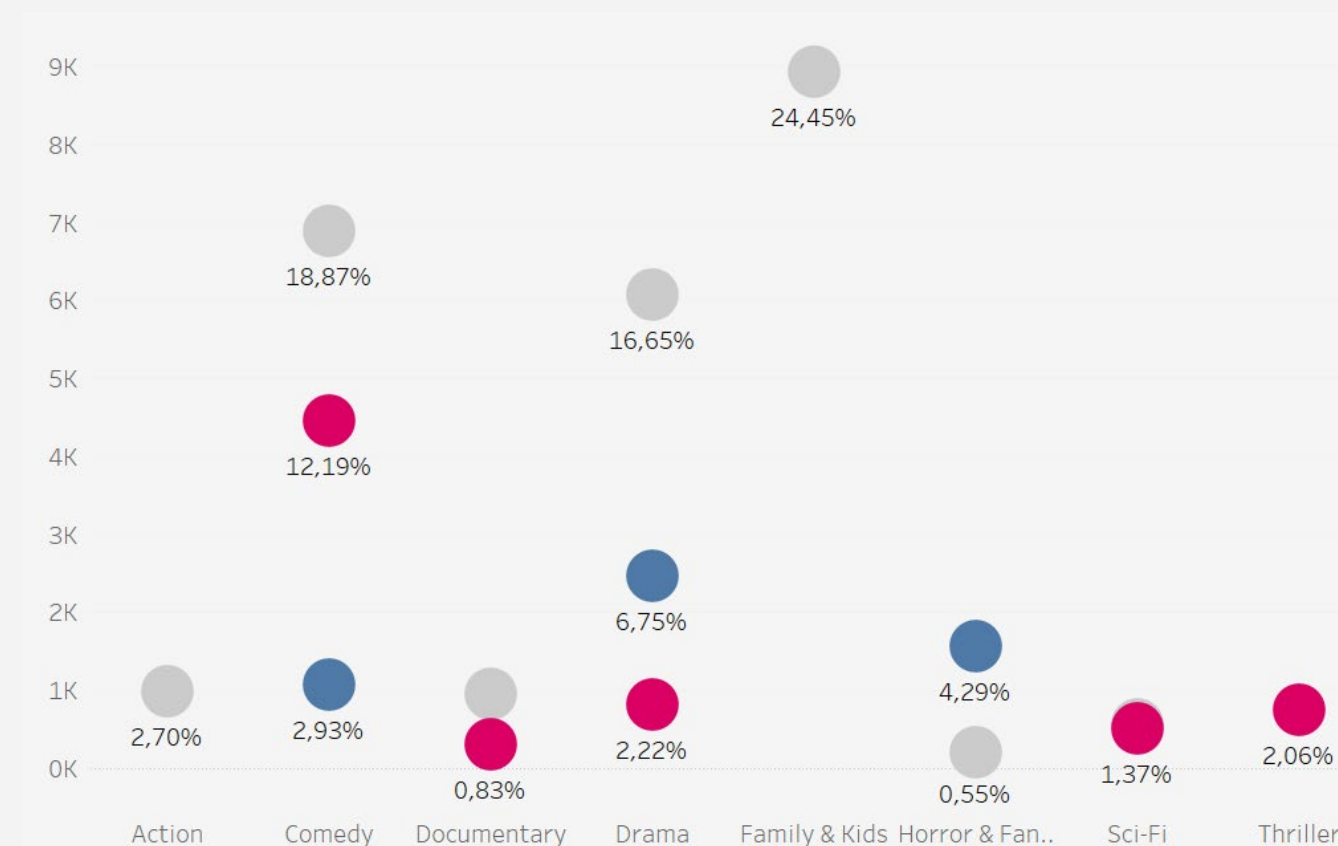
PRODUCTION COUNTRIES: ▢ Usa & Canada ▢ Europe ▢ Italy ▢ Asia ▢ UK ▢ Other

ITALY 100 MOVIES | EUROPEAN FOCUS

LOCAL AND EUROPEAN MOVIES IN THE TOP 100
NETFLIX - AMAZON

	MOVIES	PLATFORM		POSITION	GENRE	
1	Vikingulven	Netflix	NO	3	Horror & Fantasy	1.567
2	Infiesto	Netflix	ES	4	Drama	1.338
3	7 donne e un mistero	Netflix	IT	5	Comedy	1.297
4	La stranezza	Amazon	IT	2	Comedy	830
5	I Am the Abyss	Netflix	IT	11	Thriller	751
6	Una gran voglia di vivere	Amazon	IT	3	Comedy	550
7	Welcome at Esposito's	Netflix	IT	15	Comedy	521
8	Squared Love All Over Aga..	Netflix	PO	18	Comedy	508
9	Love, Rosie	Netflix	DE	19	Comedy	467
10	Il ladro di giorni	Netflix	IT	21	Drama	440
11	Siccità	Amazon	IT	5	Comedy	365
12	Stromboli	Netflix	NL	26	Drama	348
13	Ipersonnia	Amazon	IT	6	Sci-Fi	334
14	Figli	Netflix	IT	27	Comedy	314
15	Federico Chiesa - Back on ..	Amazon	IT	8	Documentary	303
16	The Jewel	Netflix	IT	31	Drama	297
17	Kampen om Narvik - Hitler..	Netflix	NO	36	Drama	269
18	Sposa in rosso	Amazon	IT	10	Comedy	215
19	Uncharted	Netflix	ES	48	Drama	205
20	Creators: The Past	Amazon	IT	15	Sci-Fi	166
21	Das Boot (Director's Cut)	Amazon	DE	20	Drama	143
22	Tre uomini e un fantasma	Amazon	IT	21	Comedy	127
23	Lucky Day	Amazon	FR	28	Comedy	95
24	Black Death	Amazon	DE	34	Drama	81
25	Mothers' Instinct	Amazon	FR	35	Drama	81
26	Cic to Cic	Amazon	IT	36	Comedy	79
27	La Befana vien di Pintus	Amazon	IT	38	Comedy	77
28	Tu mi nascondi qualcosa	Amazon	IT	43	Comedy	73
29	Young Ones: L'ultima gen..	Amazon	IT	44	Drama	72

## CONTRIBUTION OF LOCAL & EUROPEAN MOVIES TO TOTAL STREAMS
NETFLIX - AMAZON

Action 2,70% | Comedy 18,87% / 12,19% / 2,93% | Documentary 0,83% | Drama 16,65% / 6,75% / 2,22% | Family & Kids 24,45% | Horror & Fan.. 4,29% / 0,55% | Sci-Fi 1,37% | Thriller 2,06%

NUMBER OF TITLES BY GENRES
NETFLIX - AMAZON

GENRE	EU	ITALY
Comedy	3	11
Documentary		1
Drama	7	3
Horror & Fantasy	1	
Sci-Fi		2
Thriller		1

CONTRIBUTION TO DRAMA STREAMS

26,4% · 8,6% · 65,0%
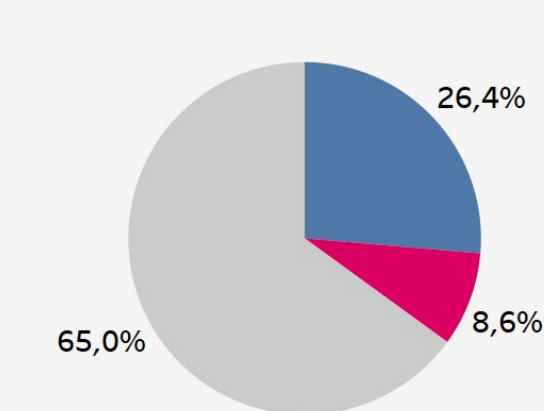
NO TRACE OF LOCAL ORIGINALS IN THIS MONTH'S CHARTS

This month, we have only come across one original film, "Una gran voglia di vivere" (550K), which is a film adaptation of the novel of the same name by Fabio Volo. Apart from this, both Netflix and Amazon have invested in acquisitions for the most popular films in February. The most-streamed local film is "7 Donne e un Mistero" with 1.2M, a comedy-mystery film from 2021 co-written and directed by Alessandro Genovesi, which was distributed by Warner Bros Italia.

The second position goes to "La Stranezza", the most successful local movie from 2022, which is now enjoying a second life on Netflix and has collected 830K views. The third position is held by "I Am The Abyss" or "Io sono l'abisso" (751K), a thriller-noir-type story written and directed by Donato Carrisi. The film first premiered in theaters and is now distributed by Vision Distribution.

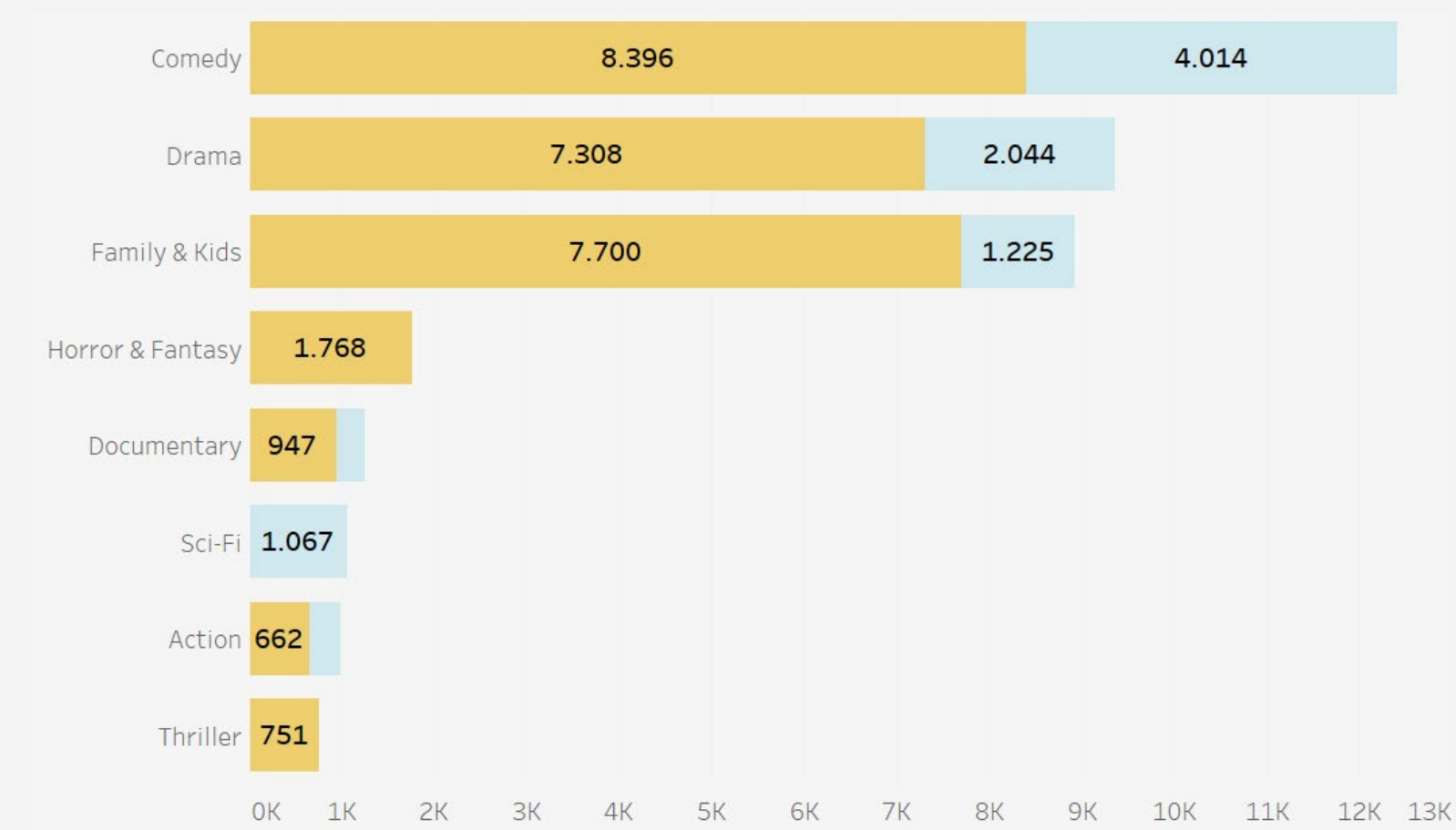PRODUCTION COUNTRIES: ■ Europe ■ Italy ■ Others

ITALY 100 MOVIES | SVOD PLATFORMS
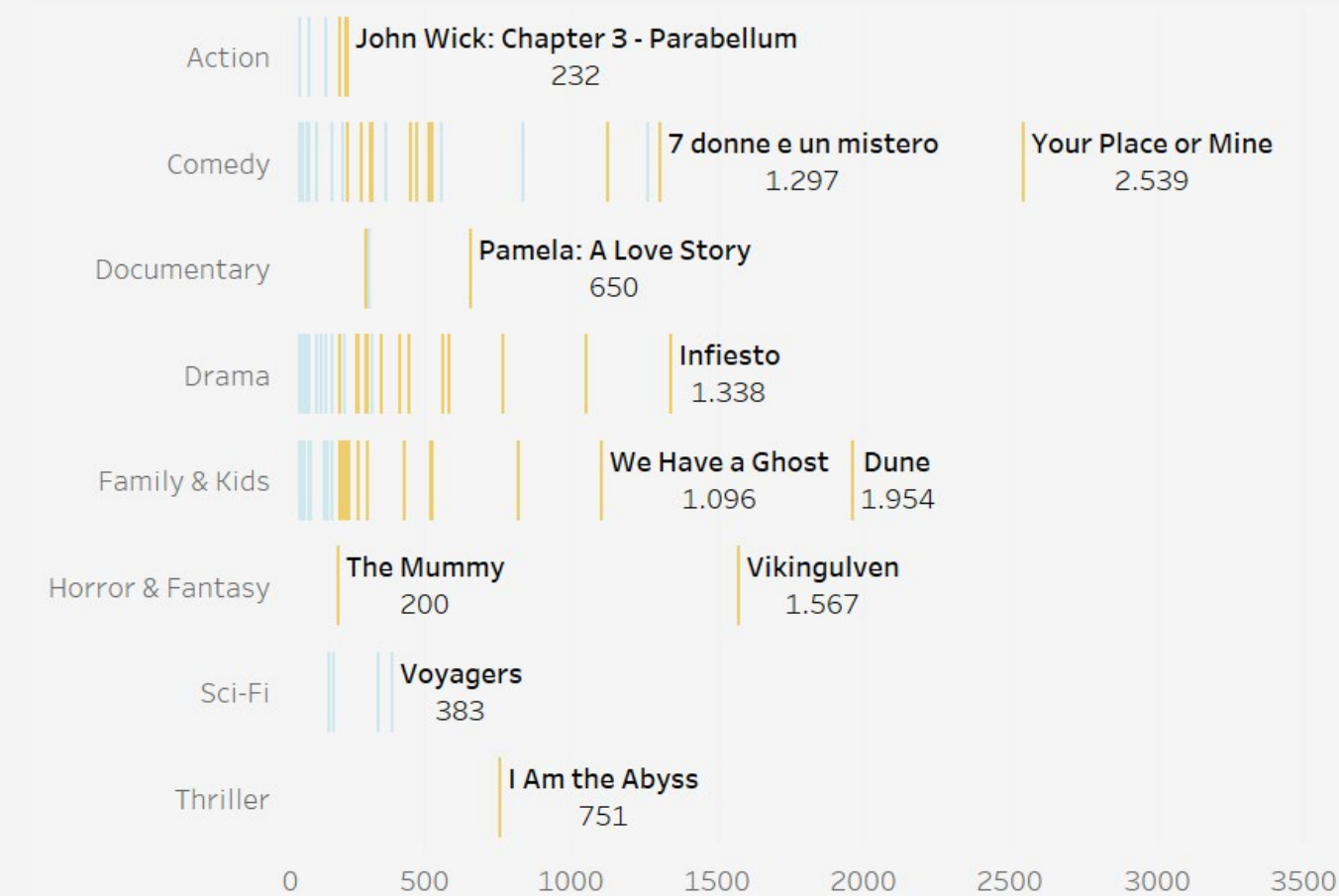
MOST WATCHED GENRES
SHARE BY PLATFORM

Comedy
23,00%

Drama
20,02%

Comedy
10,99%

Family & Kids
21,09%

Drama
5,60%

Family & Kids
3,36%

Horror & Fantasy
4,84%

Thriller
2,06%

Documentary
2,59%

Action
1,81%

Sci-Fi
2,92%

TOP SHOWS STREAMS BY GENRES

Genre	Netflix	Amazon
Comedy	8.396	4.014
Drama	7.308	2.044
Family & Kids	7.700	1.225
Horror & Fantasy	1.768	
Documentary	947	
Sci-Fi		1.067
Action	662	
Thriller	751	

0K 1K 2K 3K 4K 5K 6K 7K 8K 9K 10K 11K 12K 13K

TOTAL STREAMS BY GENRES
PLATFORM COMPARATIVE

Action
John Wick: Chapter 3 - Parabellum
232

Comedy
7 donne e un mistero
1.297
Your Place or Mine
2.539

Documentary
Pamela: A Love Story
650

Drama
Infiesto
1.338

Family & Kids
We Have a Ghost
1.096
Dune
1.954

Horror & Fantasy
The Mummy
200
Vikingulven
1.567

Sci-Fi
Voyagers
383

Thriller
I Am the Abyss
751

0 500 1000 1500 2000 2500 3000 3500

OTT: ▇ Amazon ▇ Netflix

COMEDIES AND SCI-FI GATHERED TOGETHER MORE THAN HALF OF AMAZON STREAMS

This month, "Shotgun Wedding," "La Stranezza," "Una Gran Voglia di Vivere," and the "Harry Potter" saga movies are leading the charts on Amazon in Italy. The first three movies are comedies, the most popular genre on Amazon this month, with a 45.4% share. Amazon also performed well in the Sci-Fi genre, with movies like "Voyagers" (383K), "Ipersonnia" (334K), and "Creators: The Past" (166K), with the latter two being locally-produced. This is how Amazon still maintains its highest share in the Italian market, accounting for 15.3% of the share this month, which is very close to its average performance.
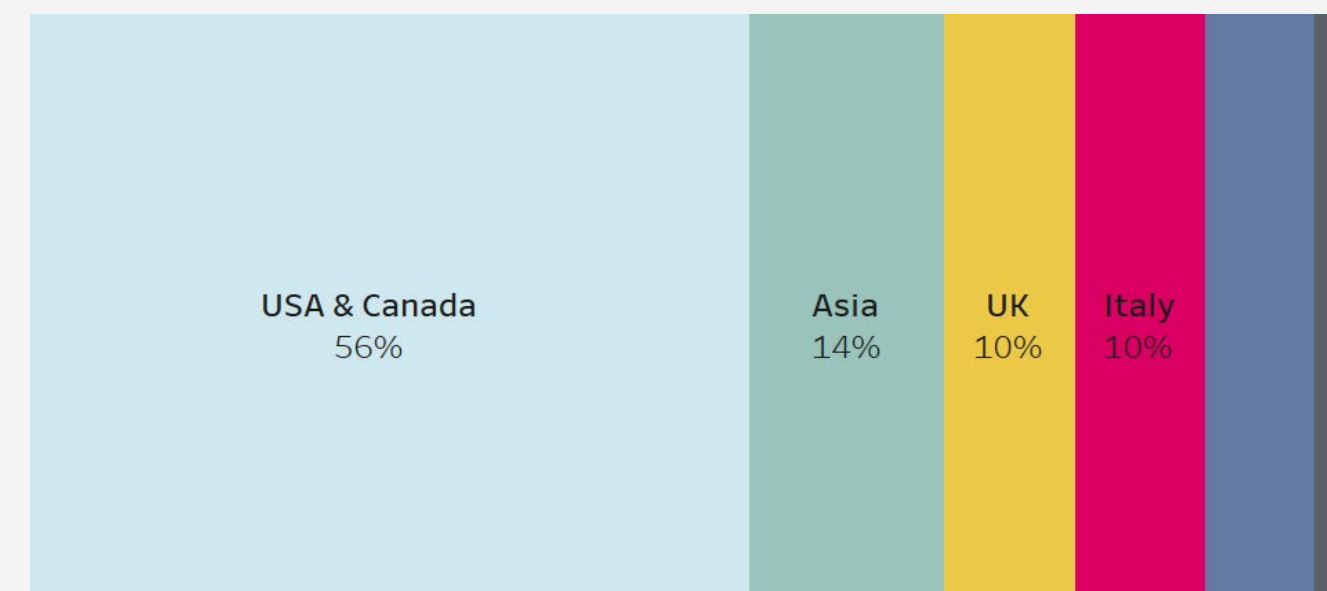
ITALY 100 SHOWS | OVERVIEW
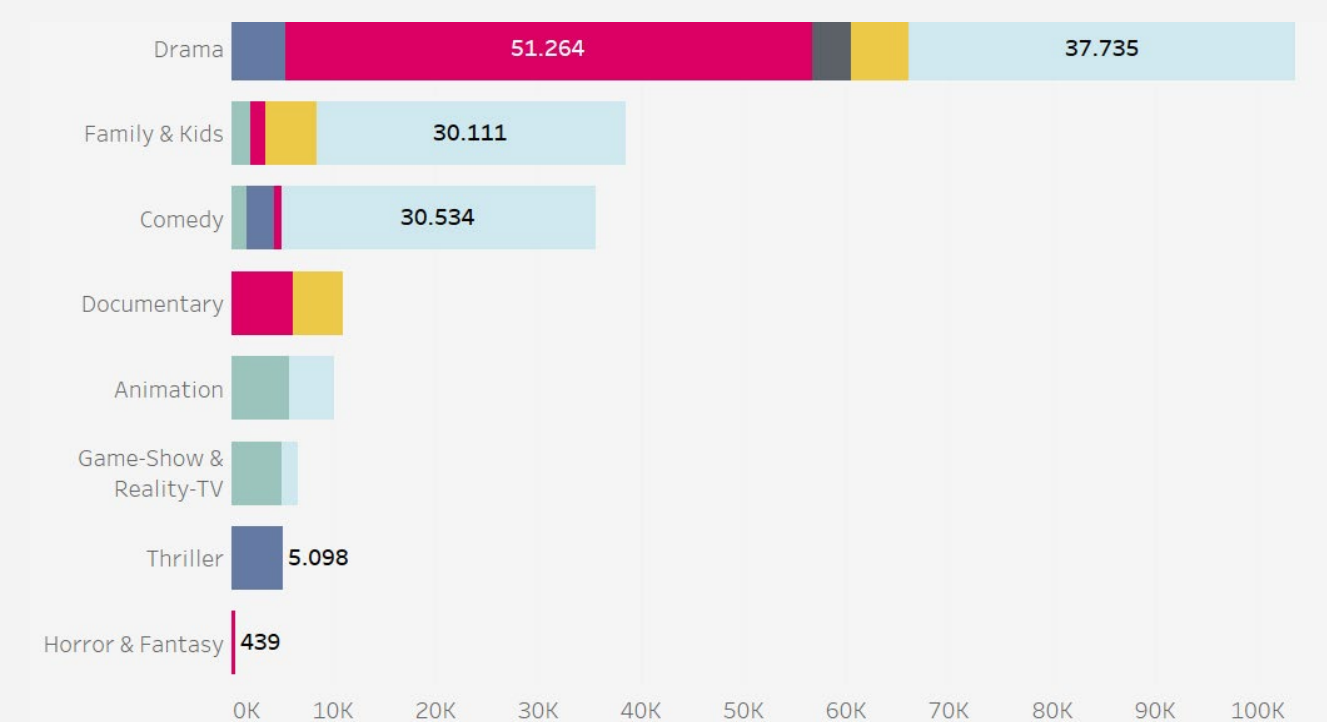
TOTAL STREAMS BY SHOW
NETFLIX - AMAZON

	SHOWS	PLATFORM	GENRE	
1	Mare Fuori	Netflix	Drama	40.977
2	You	Netflix	Drama	18.666
3	The Big Bang Theory	Amazon	Comedy	2.084
		Netflix	Comedy	10.341
4	Outer Banks	Netflix	Family & Kids	11.423
5	Lidia Poët	Netflix	Drama	10.287
6	Suits	Netflix	Comedy	9.223
7	Gilmore Girls	Netflix	Family & Kids	6.527
8	Dinner Club	Amazon	Documentary	6.044
9	S.W.A.T.	Netflix	Drama	5.959
10	Lockwood & Co	Netflix	Drama	5.633
11	Ginny & Georgia	Netflix	Family & Kids	5.544
12	La chica de nieve	Netflix	Thriller	5.098
13	Physical: 100	Netflix	Game-Show & Reality-TV	5.010
14	Red Rose	Netflix	Family & Kids	3.904
15	Wednesday	Netflix	Family & Kids	3.531
16	Triada	Netflix	Drama	3.234
17	Manifest	Netflix	Drama	3.131
18	Todas las veces que nos e..	Netflix	Comedy	2.677
19	Rick and Morty	Netflix	Animation	2.644
20	Carnival Row	Amazon	Drama	2.387
21	Dziewczyna i kosmonauta	Netflix	Drama	2.262
22	Better Than Us	Netflix	Drama	2.261
23	Jeremy Clarkson: I Bought..	Amazon	Documentary	2.248
24	Record of Ragnarok	Netflix	Animation	2.125
25	Formula 1: Drive to Survive	Netflix	Documentary	2.043
26	Friends	Netflix	Comedy	1.893
27	The Good Doctor	Netflix	Drama	1.682
28	Hunter x Hunter	Amazon	Animation	1.677
29	Love to Hate You	Netflix	Comedy	1.546
30	Di4ri	Netflix	Family & Kids	1.541
31	Jigsaw	Netflix	Drama	1.533
32	My Dad the Bounty Hunter	Netflix	Family & Kids	1.532

streams (.000)

CATALOG SHARE BY COUNTRY
NETFLIX - AMAZON

USA & Canada 56%	Asia 14%	UK 10%	Italy 10%

GENRES TOTAL STREAMS BY COUNTRIES
NETFLIX - AMAZON

Drama	51.264	37.735
Family & Kids	30.111	
Comedy	30.534	
Documentary		
Animation		
Game-Show & Reality-TV		
Thriller	5.098	
Horror & Fantasy	439	

0K 10K 20K 30K 40K 50K 60K 70K 80K 90K 100K

LOCAL SHOWS PUSHED AMERICAN FIGURES DOWN

The third season of "Mare Fuori" is now available on RaiPlay, but fans have been catching up by streaming the old seasons on Netflix. This month, the show has garnered 40.9 million views, and since becoming available on Netflix, it has amassed a total of 99.6 million views, making it the most popular show locally and in the European charts for Italian audiences. Together with "Lidia Poët" and "Dinner Club," local shows accounted for 28.5% of the market share, a similar performance to September 2022 when "The Winx Saga" was released. These local shows have pushed American charts down, resulting in the worst recorded percentage for North America in the market.

"FAMILY & KIDS" RISE IN A MONTH OF DRYNESS

This month, all markets have experienced a drop - as it also happened last February. It seems like, after all that binge, people don't consume as much content as they did during December and January. In such a dry context, however, "Family & Kids" rose with 29% of share thanks to "Outer Banks" and others.

PRODUCTION COUNTRIES: Usa & Canada | Europe | Italy | Asia | UK | Latam

ITALY 100 SHOWS | EUROPEAN FOCUS

LOCAL AND EUROPEAN SHOWS IN THE TOP 100
NETFLIX - AMAZON

	SHOWS		PLATFORM		POSITION	GENRE	
1	Mare Fuori	2	Netflix	IT	2	Drama	17.819
		1	Netflix	IT	1	Drama	23.158
2	Lidia Poët	1	Netflix	IT	3	Drama	10.287
3	Dinner Club	2	Amazon	IT	1	Documentary	4.781
		1	Amazon	IT	7	Documentary	1.263
4	La chica de nieve	1	Netflix	ES	7	Thriller	5.098
5	Todas las veces que nos e..	1	Netflix	ES	17	Comedy	2.677
6	Dziewczyna i kosmonauta	1	Netflix	PO	21	Drama	2.262
7	Better Than Us	1	Netflix	RU	22	Drama	2.261
8	Di4ri	1	Netflix	IT	44	Family & Kids	1.541
9	Il cacciatore	3	Amazon	DE	30	Drama	482
		2	Amazon	DE	49	Drama	381
10	Sono Lillo	1	Amazon	IT	11	Comedy	602
11	Me Contro Te - La Famigli..	1	Amazon	IT	40	Horror & Fantasy	439

CONTRIBUTION OF LOCAL & EUROPEAN SHOWS TO TOTAL STREAMS
NETFLIX - AMAZON

Animation 4,81% · Comedy 15,21% · Documentary 17,51% · Drama 2,55% · Family & Kids 0,73% · Game-Show & Reality-TV 3,10% · Horror & Fantasy 0,21% · Thriller 2,42%

NUMBER OF TITLES BY GENRES
NETFLIX - AMAZON

GENRE	EU	ITALY
Comedy	1	1
Documentary		1
Drama	3	2
Family & Kids		1
Horror & Fantasy		1
Thriller	1	

CONTRIBUTION TO DRAMA STREAMS

5,2% · 49,4% · 45,4%

PRODUCTION COUNTRIES: Europe · Italy · Others

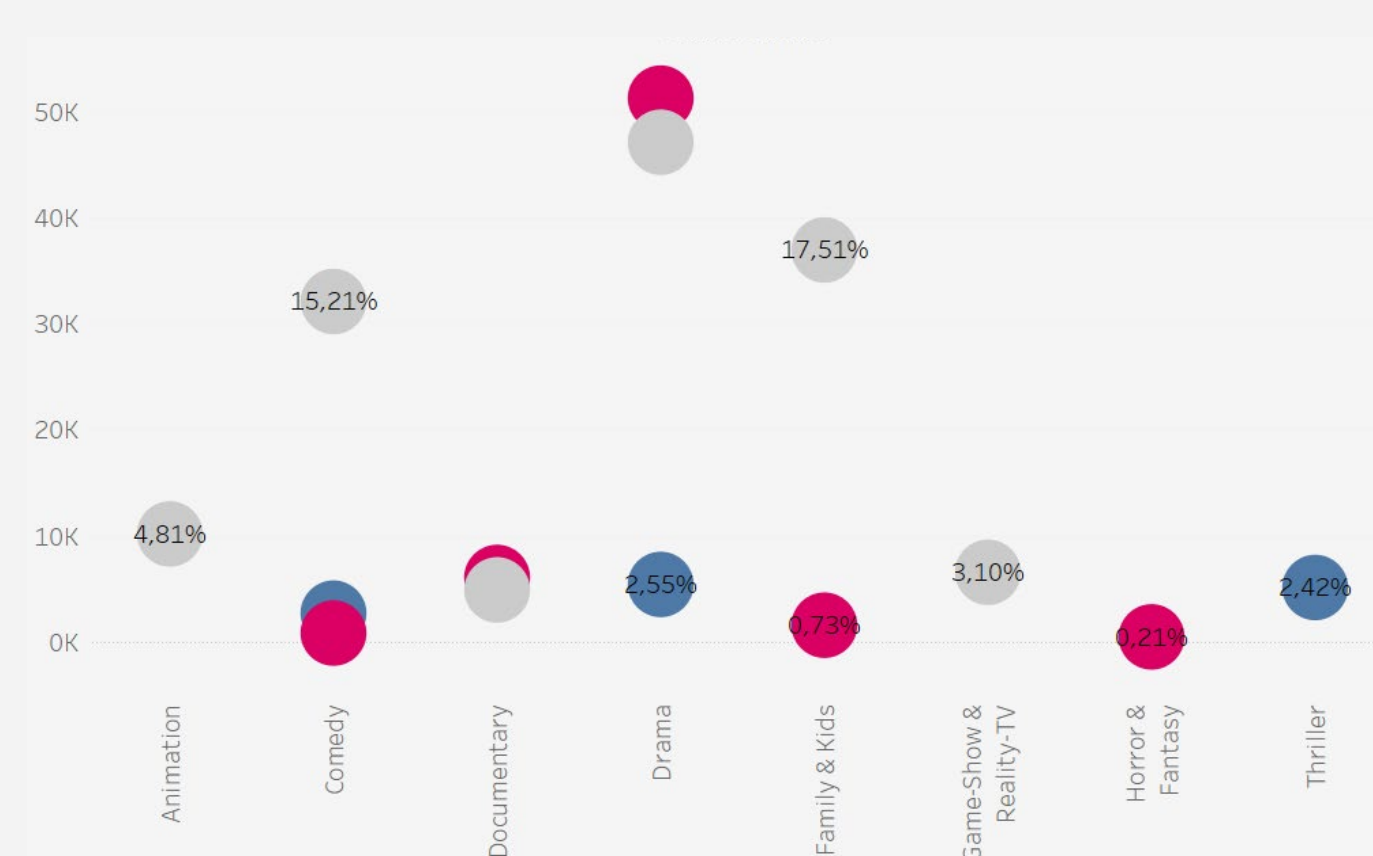## NETFLIX ITALY DROPS ANOTHER INTERNATIONAL ORIGINAL

Netflix Italy has released "Lidia Poët," a period drama about Italy's first female lawyer, just one month after the well-received Elena Ferrante adaptation, "The Lying Life of Adults." "Lidia Poët" was designed to be an international title, and it received 30 million views in all markets, with only a third of the streams being local.

TWO EUROPEAN SHOWS WITH A SIGNIFICANT SCI-FI ELEMENT HAVE EMERGED ON THE ITALIAN CHARTS

"Better than Us," a 2018 Russian science fiction TV series about an advanced empathic android named Arisa, has garnered 2.2 million views, while the Polish show "A Girl and an Astronaut," which follows an astronaut's return after a 30-year disappearance, has collected 2.2 million views. These shows are examples of Poland's diverse growth as a production country for Netflix. The cause for the rise in sci-fi content is unknown, but it could be attributed to the explosive rise of Chat GPT.

ITALY 100 SHOWS | SVOD PLATFORMS

MOST WATCHED GENRES
SHARE BY PLATFORM

Genre	Share
Drama	45,33%
Family & Kids	16,12%
Comedy	12,17%
Comedy	4,68%
Documentary	4,21%
Drama	3,85%
Game-Show & Reality-TV	3,10%
Thriller	2,42%
Animation	2,26%
Family & Kids	2,12%

TOTAL STREAMS BY GENRES
PLATFORM COMPARATIVE

Genre	Netflix	Amazon
Drama	95.624	8.128
Family & Kids	34.002	
Comedy	25.680	9.878
Documentary	8.870	
Animation		
Game-Show & Reality-TV	6.537	
Thriller	5.098	
Horror & Fantasy	439	

TOP SHOWS STREAMS BY GENRES

Genre	Show	Streams
Drama	You / Mare Fuori	18.666 / 40.977
Family & Kids	Outer Banks	11.423
Comedy	The Big Bang Theory	10.341
Documentary	Dinner Club	6.044
Animation	Record of Ragnarok	2.125
Game-Show & Reality-TV	Physical: 100	5.010
Thriller	La chica de nieve	5.098
Horror & Fantasy	Me Contro Te - La Famiglia Reale	439

OTT: Amazon · Netflix

"DINNER CLUB" HAS AN EXTRAORDINARY PERFORMANCE BUT FAILS TO SAVE AMAZON

The second season of "Dinner Club", the show that follows Carlo Cracco, a Michelin-starred restaurateur, undertaking six trips across Italy to rediscover its most authentic cuisine with famous actors for each destination, has collected 6M. The combination of food and travel has made this show one of the most successful that Amazon has ever recorded.

Actually, we've noticed in these last couple of months how local shows are working very well on Amazon, such as "Sono Lillo", "Celebrity Hunted: Caccia all'uomo" and of course the classic "LOL: Last One Laughing Italy". Despite this positive news and slightincrease in views compared to last month, Amazon loses share in Italy, gathering only 13.5% of share.

HOT CONTENT IN ITALY

LOLA RODRÍGUEZ
DATA SPECIALIST

NETFLIX'S ITALIAN ORIGINALS GAINING MOMENTUM WITH LIDIA POËT LEADING THE WAY

In 2021, Netflix Italy opened its classy neoclassical building, Villino Rattazzi, in central Rome, located near the iconic Via Veneto. At that time, there weren't as many Italian Originals as there are now. Netflix established its presence earlier in other European countries such as France and Spain, resulting in a higher number of Original series and movies from those regions. We have noticed at least 40 Spanish original shows and movies on Los Gatos' platform. Although the number of Netflix Italian Originals is not yet this high, the streamer's Italian output has been consistently increasing over time.

This has been particularly evident in the last couple of months. "Tutto Chiede Salvaeza," "The Lying Life of Adults," "Summer Job," "I Hate Christmas," "Fortune Seller: A TV Scam," "7 Donne e u Mistero," "Il Mio Nome è Vendetta," and "Jumping from High Places" are some of the Original shows and movies Netflix has premiered since September 2022. These movies have collected 18.6M views in all markets, and all shows together have accumulated 70M views since their premiere.

"Lidia Poët", the latest Netflix premiere ollows, Lidia Poët (Matilda De Angelis), an Italian woman who, in the late 19th century fights against everything and everyone to get what to be enrolled in the official register of lawyers. The show has accumulated 30M views this month, and only of the streams were local.
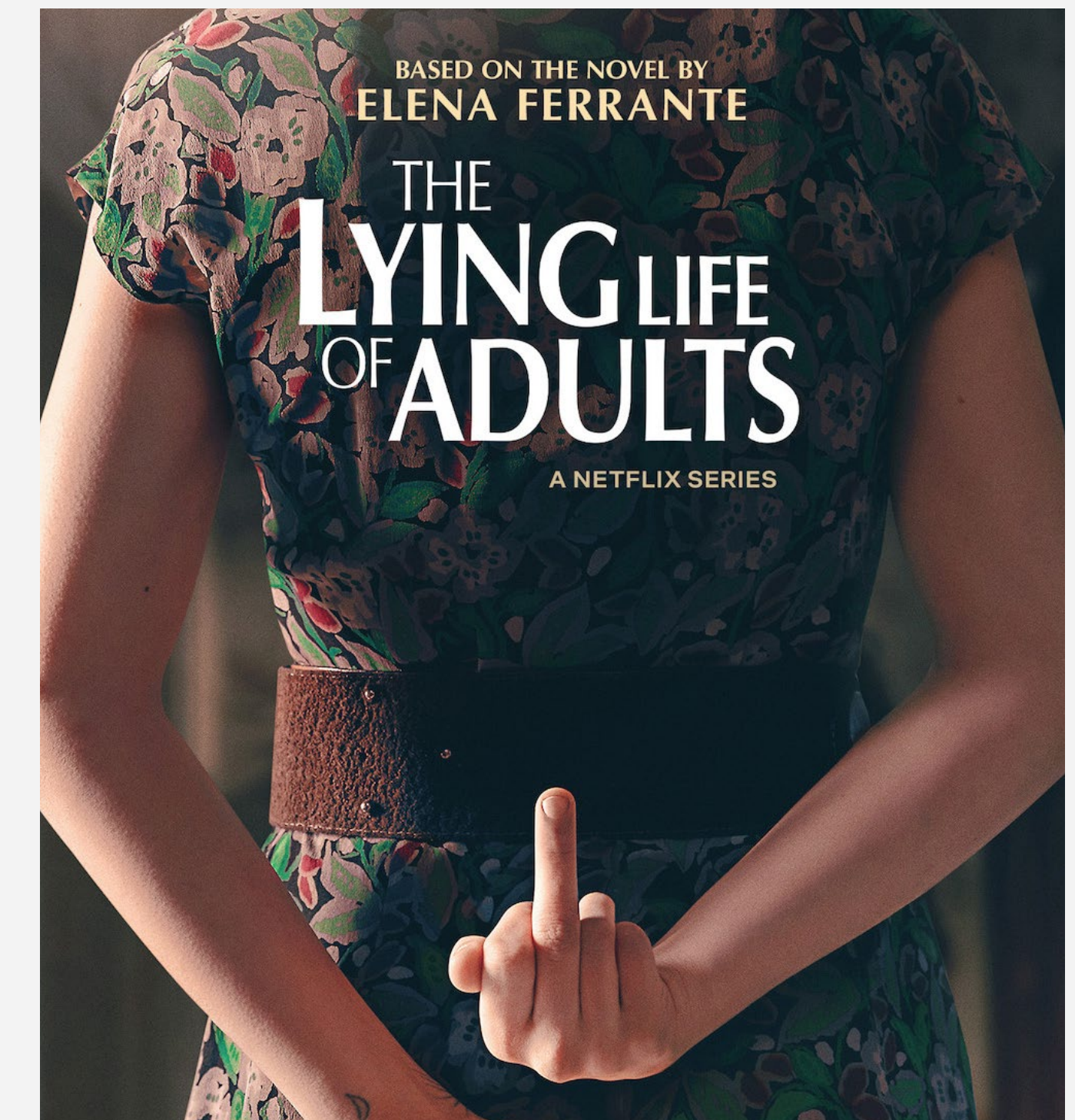

This has resulted in a 28.5% share for local shows, a similar performance to September 2022, when "Fate: The Winx Saga" was launched.

The show, has come out roughly one month after Netflix's well-received Elena Ferrante's adaptation "The Lying Life of Adults". Just like the book's adaptation, this is a local movie that is undoubtedly curated to be an international product. Hence, "Lidia Pöet" was three weeks in a row on the Global Top #10, collecting more than 60M hours watched.

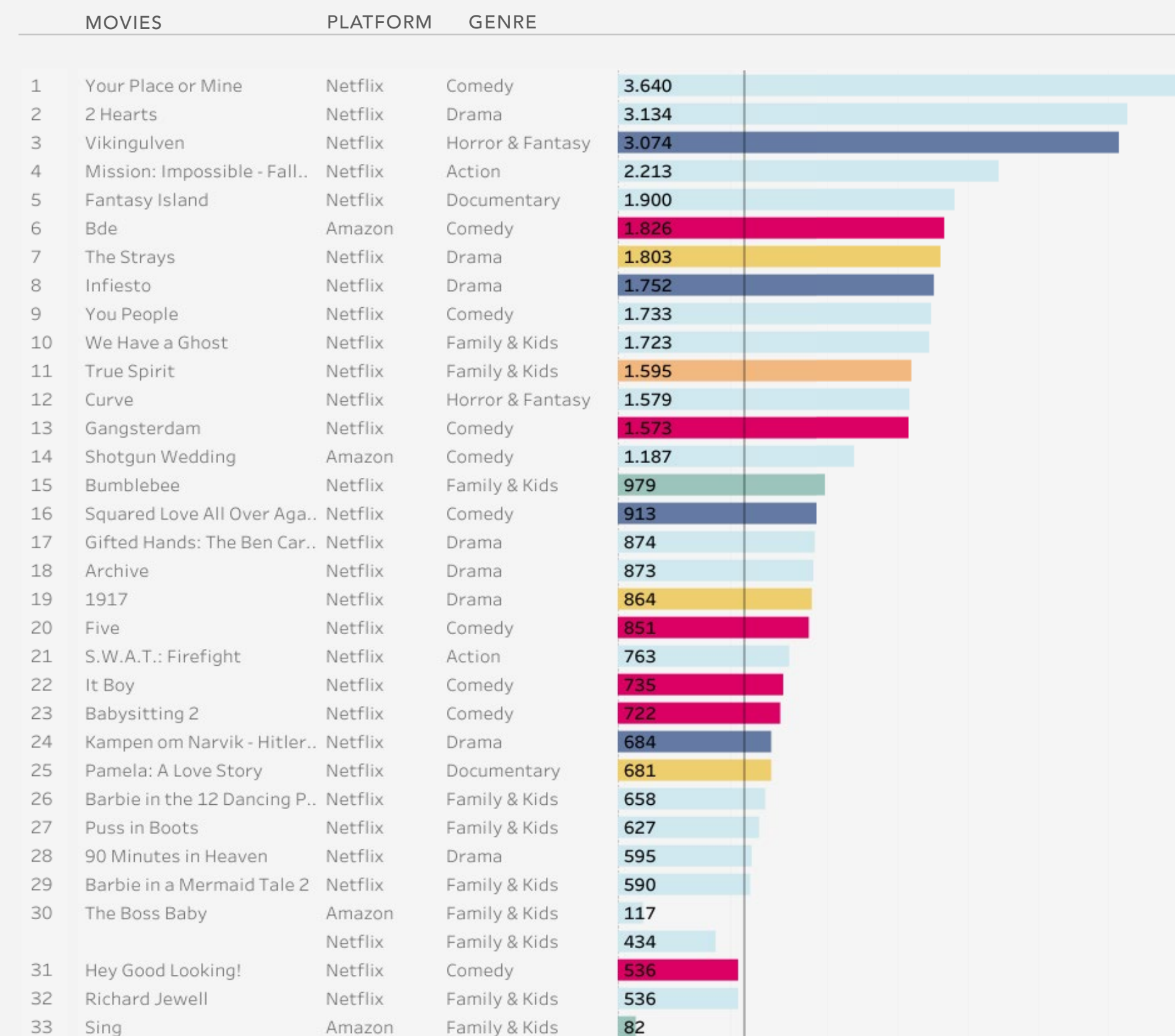Now we will have to see if Netflix's efforts will have its reward. Will this contribute to the growth of the Italian productions? We observe 8K streams for Italian movies every month in the five markets analysed. Italy is competing directly with German movies to achieve the fourth position. Will we see growth in the Italian share?

BASED ON THE NOVEL BY
ELENA FERRANTE
THE LYING LIFE OF ADULTS
A NETFLIX SERIES

FRANCE 100 MOVIES | OVERVIEW

TOTAL STREAMS BY MOVIE
NETFLIX - AMAZON

	MOVIES	PLATFORM	GENRE	
1	Your Place or Mine	Netflix	Comedy	3.640
2	2 Hearts	Netflix	Drama	3.134
3	Vikingulven	Netflix	Horror & Fantasy	3.074
4	Mission: Impossible - Fall..	Netflix	Action	2.213
5	Fantasy Island	Netflix	Documentary	1.900
6	Bde	Amazon	Comedy	1.826
7	The Strays	Netflix	Drama	1.803
8	Infiesto	Netflix	Drama	1.752
9	You People	Netflix	Comedy	1.733
10	We Have a Ghost	Netflix	Family & Kids	1.723
11	True Spirit	Netflix	Family & Kids	1.595
12	Curve	Netflix	Horror & Fantasy	1.579
13	Gangsterdam	Netflix	Comedy	1.573
14	Shotgun Wedding	Amazon	Comedy	1.187
15	Bumblebee	Netflix	Family & Kids	979
16	Squared Love All Over Aga..	Netflix	Comedy	913
17	Gifted Hands: The Ben Car..	Netflix	Drama	874
18	Archive	Netflix	Drama	873
19	1917	Netflix	Drama	864
20	Five	Netflix	Comedy	851
21	S.W.A.T.: Firefight	Netflix	Action	763
22	It Boy	Netflix	Comedy	735
23	Babysitting 2	Netflix	Comedy	722
24	Kampen om Narvik - Hitler..	Netflix	Drama	684
25	Pamela: A Love Story	Netflix	Documentary	681
26	Barbie in the 12 Dancing P..	Netflix	Family & Kids	658
27	Puss in Boots	Netflix	Family & Kids	627
28	90 Minutes in Heaven	Netflix	Drama	595
29	Barbie in a Mermaid Tale 2	Netflix	Family & Kids	590
30	The Boss Baby	Amazon	Family & Kids	117
		Netflix	Family & Kids	434
31	Hey Good Looking!	Netflix	Comedy	536
32	Richard Jewell	Netflix	Family & Kids	536
33	Sing	Amazon	Family & Kids	82

SHOWING 33/100 - See complete chart here

CATALOG SHARE BY COUNTRY
NETFLIX - AMAZON

USA & Canada 63%
France 15%
Europe 9%
UK 7%

GENRES TOTAL STREAMS BY COUNTRIES
NETFLIX - AMAZON

Comedy: 7.054 | 913 | 8.177
Drama: 3.131 | 678 | 3.445 | 7.606
Family & Kids: 1.595 | 1.507 | 8.243
Horror & Fantasy: 3.197 | 2.994
Documentary: 681 | 2.394
Action: 3.061
Sci-Fi: 251

0K 1K 2K 3K 4K 5K 6K 7K 8K 9K 10K 11K 12K 13K 14K 15K 16K 17K

streams (.000)

COMEDIES AND DRAMAS CONTEST FOR THE FIRST POSITION BY A 1M STREAMS GAP

Comedies have won over the audience's attention with 16 million streams, dominated by local and American productions. US productions have dropped almost 3 points in share compared to the previous month, with comedies falling by 5 points. European movies and English-speaking content lead the dramas category, with "2 Hearts", "The Strays", and "Infiesto" shining among the eight most-streamed films in a list where new content and catalog movies are mixed. Family and kids' movies reached the podium with more than 8 million streams, with "We Have a Ghost" and "True Spirit" being the frontrunners, telling the unexpected story of a friendship between a teenager and a ghost and the youngest person ever to sail solo, respectively.

NETFLIX ORIGINALS AND EXCLUSIVE CONTENT DOMINATE THE TOP OF THE LIST

Despite receiving infamous reviews from critics and audiences, Netflix's Original "Your Place or Mine" still managed to secure the top position. The new feature by French comedian Michaël Young's "Bde" sits at #6 with 1.8 million streams. The flick premiered at the 2023 Alpe D'Huez Film Festival and was released straight-to-SVOD strategy to Amazon Prime, which is quite impressive considering it only entered the catalogue at the end of the month.

PRODUCTION COUNTRIES: Usa & Canada | Europe | France | Asia | UK | Other

FRANCE 100 MOVIES | EUROPEAN FOCUS

LOCAL AND EUROPEAN MOVIES IN THE TOP 100
NETFLIX - AMAZON

	MOVIES	PLATFORM		POSITION	GENRE	
1	Vikingulven	Netflix	NO	3	Horror & Fantasy	3.074
2	Bde	Amazon	FR	1	Comedy	1.826
3	Infiesto	Netflix	ES	7	Drama	1.752
4	Gangsterdam	Netflix	FR	12	Comedy	1.573
5	Squared Love All Over Aga..	Netflix	PO	14	Comedy	913
6	Five	Netflix	FR	18	Comedy	851
7	It Boy	Netflix	FR	20	Comedy	735
8	Babysitting 2	Netflix	FR	21	Comedy	722
9	Kampen om Narvik - Hitler..	Netflix	NO	22	Drama	684
10	Hey Good Looking!	Netflix	FR	28	Comedy	536
11	Wasp Network	Netflix	BE	31	Drama	505
12	Standing Tall	Netflix	FR	32	Drama	504
13	School Life	Netflix	FR	39	Comedy	451
14	365 Days	Netflix	PO	46	Drama	399
15	Clara Luciani, ça commenc..	Amazon	FR	9	Documentary	152

SHOWING 15/

CONTRIBUTION OF LOCAL & EUROPEAN MOVIES TO TOTAL STREAMS
NETFLIX - AMAZON

Action — 5,44%
Comedy — 12,53% / 1,62%
Documentary — 5,46% / 0,27%
Drama — 6,12% / 1,20%
Family & Kids — 20,03% / 0,16%
Horror & Fanta.. — 20,97% / 5,32%
Sci-Fi — 0,45%
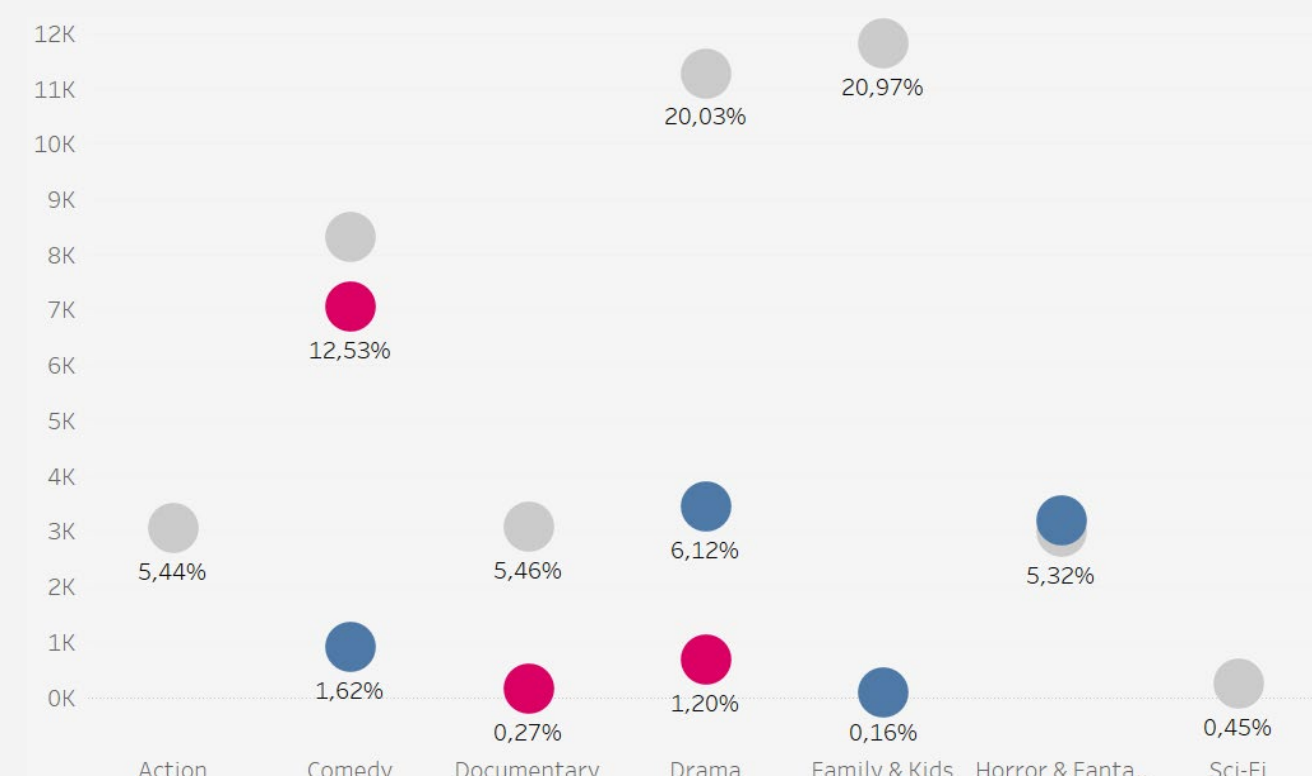
NUMBER OF TITLES BY GENRES
NETFLIX - AMAZON

GENRE	EU	FRANCE
Comedy	1	11
Documentary		1
Drama	5	3
Family & Kids	1	
Horror & Fanta..	2	

PRODUCTION COUNTRIES: ■ Europe ■ France ■ Others

CONTRIBUTION TO DRAMA STREAMS

22,4%
4,4%
73,2%
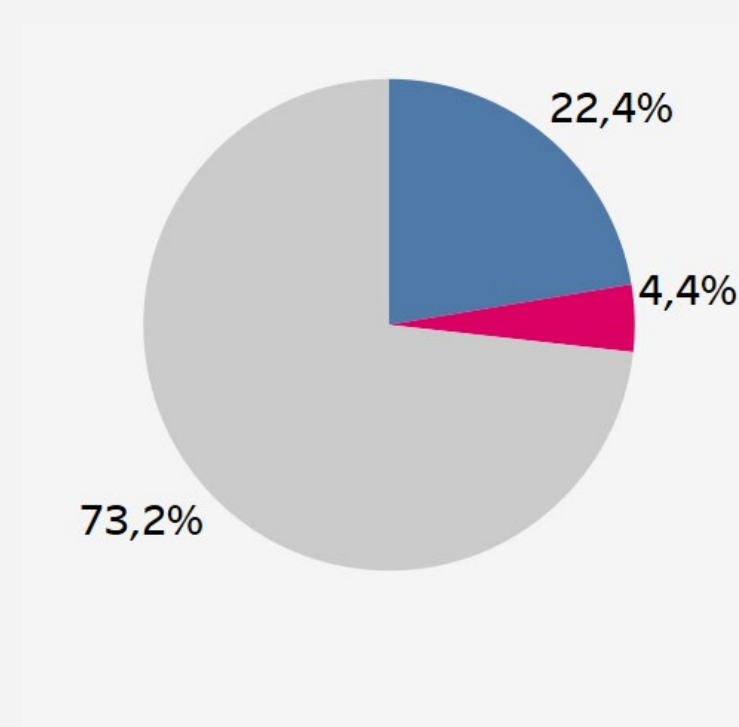
EUROPEAN PRODUCTIONS OVERDO HORROR & FANTASY GENRES

"Vikingulven" is the most-watched European content, influenced by the fanfare of the previous hit "Troll", which hype hunger for Nordic enchanted-thriller black movies. The genre pumps up 3.19M streams into European movies drilling the American productions. Related to the thriller mood, the Spanish detective crime movie "Infiesto" follows the chart with 1.7M streams.

FRENCH LOCAL PRODUCTIONS SMASHED THE COMEDY SECTION

French comedies have been at the top of the heap since June 2022, when they overpassed the 60% of the country stream share. Eleven local productions represented 13% of this month's Top 100 total share. 6 in 11 French comedies sit at the Top 21. Polish productions spawn in the list with the all-time favourite erotic collection "365" and the new Netflix Original "Squared Love All Over Again" which landed in the service at once in several European countries after receiving mixed reviews from critics and audiences.
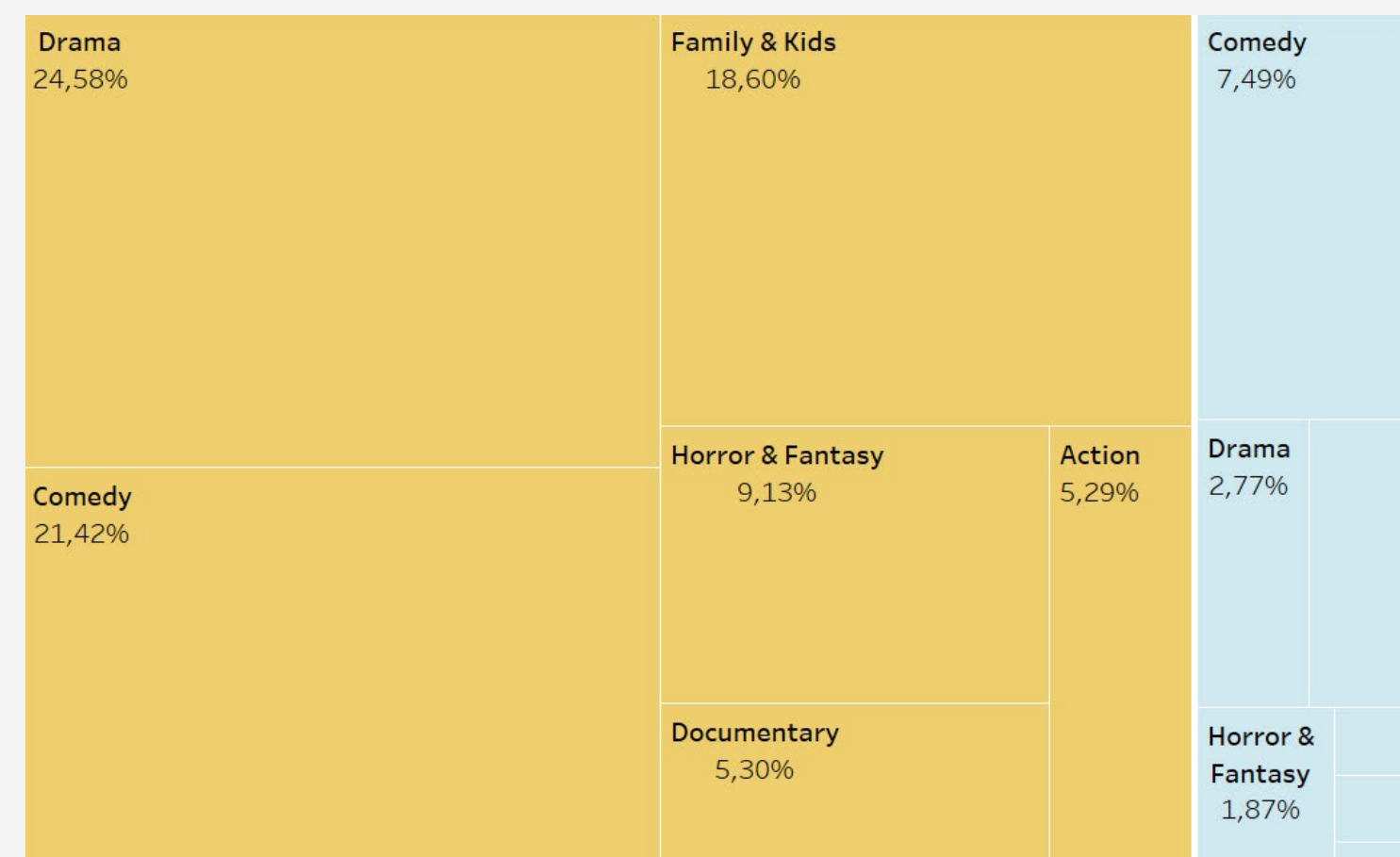
EUROPEAN DRAMAS TOOK 6% OF TOTAL STREAMS AND 22% OF THE GENRE

Spanish crime thriller "Infiesto" conquered the +1M streams, pumping up the traction of streams for the genre. 3 in 5 dramas that made the chart are local productions with a meagre average of 226K streams per title.
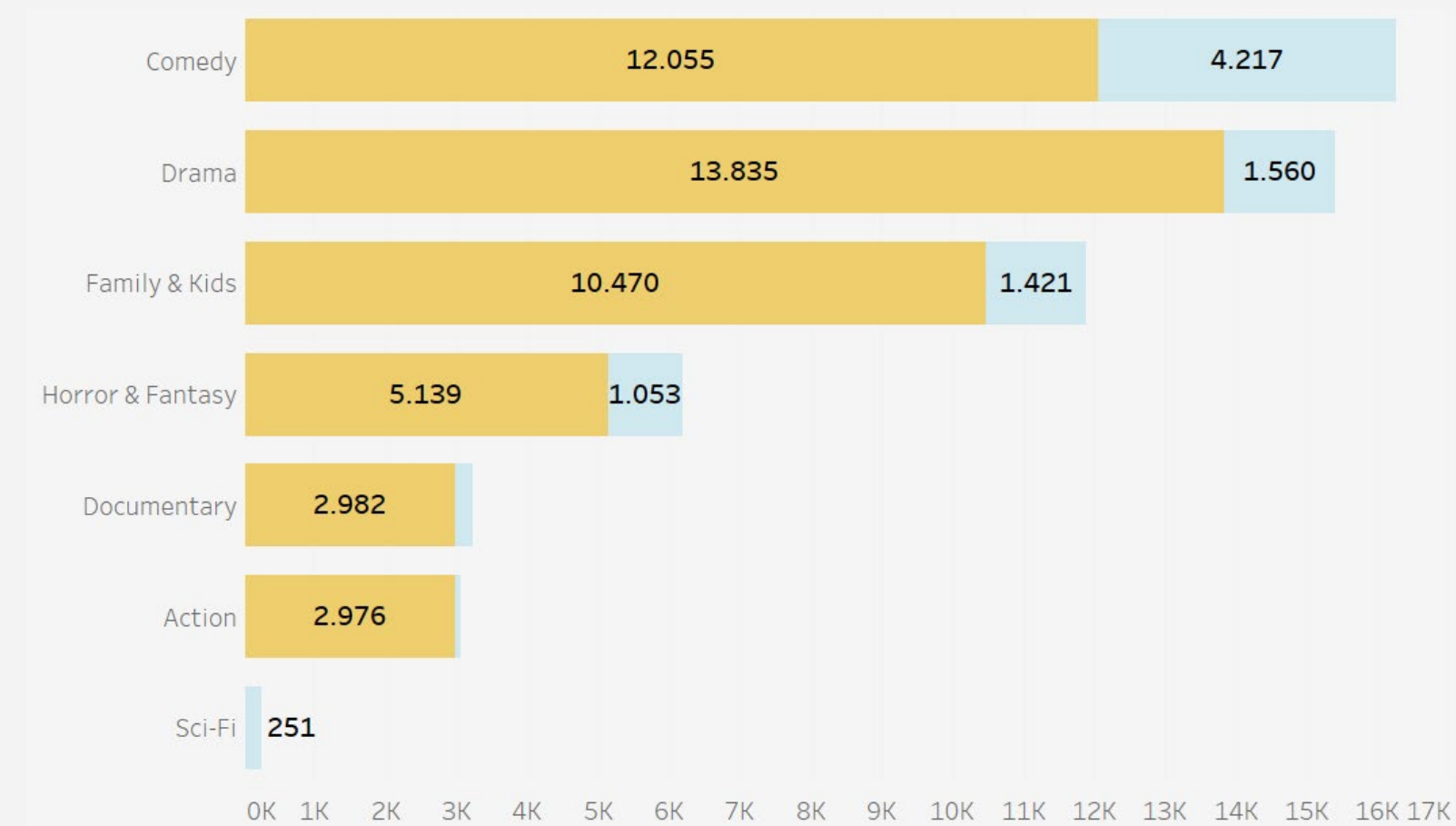
FRANCE 100 MOVIES | SVOD PLATFORMS
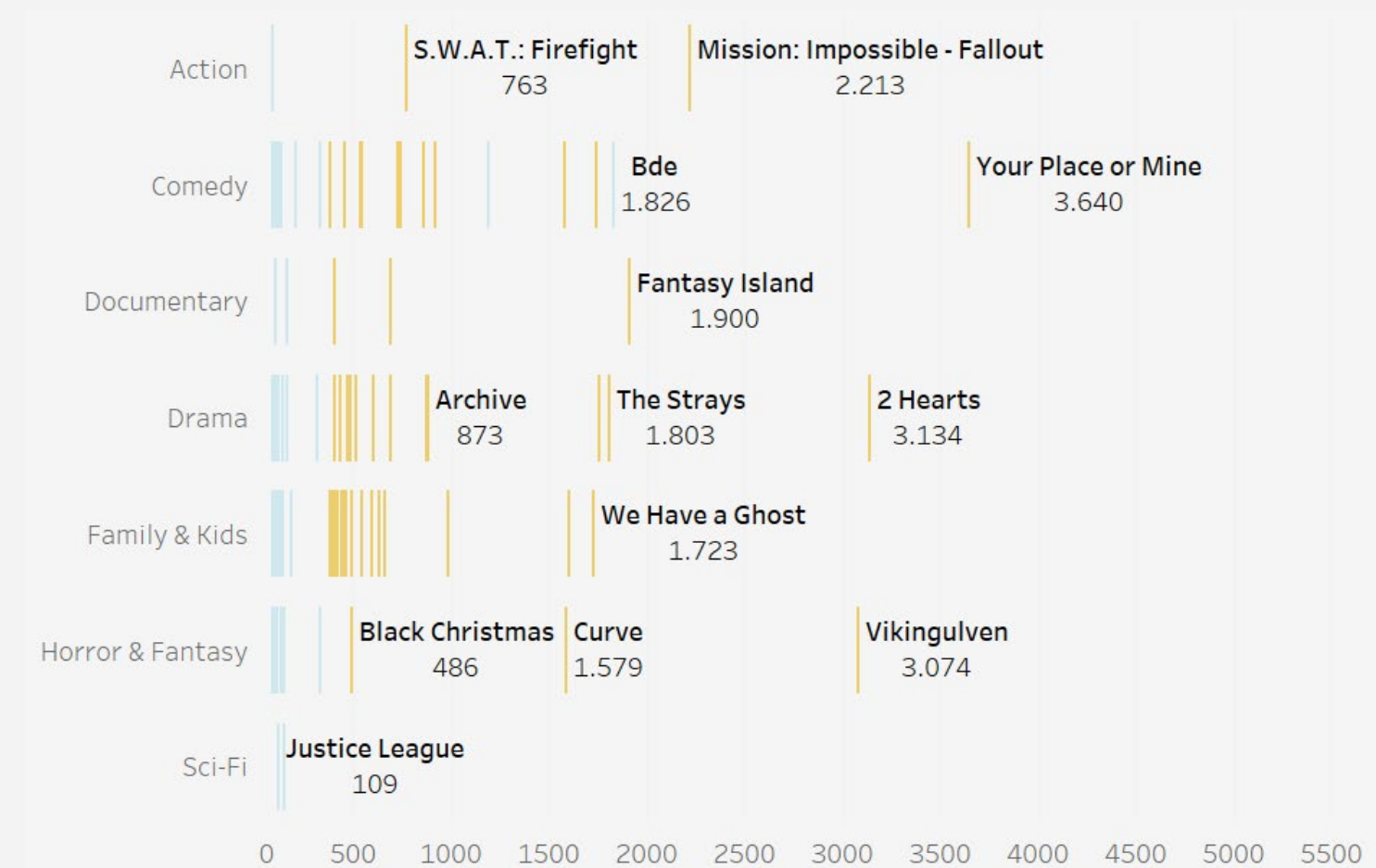
MOST WATCHED GENRES
SHARE BY PLATFORM

Drama 24,58%	Family & Kids 18,60%	Comedy 7,49%
Comedy 21,42%	Horror & Fantasy 9,13% / Action 5,29%	Drama 2,77%
	Documentary 5,30%	Horror & Fantasy 1,87%

TOTAL STREAMS BY GENRES
PLATFORM COMPARATIVE

Genre	Netflix	Amazon
Comedy	12.055	4.217
Drama	13.835	1.560
Family & Kids	10.470	1.421
Horror & Fantasy	5.139	1.053
Documentary	2.982	
Action	2.976	
Sci-Fi	251	

AMAZON EARNED SOME SPACE IN THE CHART THANKS TO COMEDY "BDE"

In the share race of the Top 50, Amazon is heavily behind. The E-commerce market place represents 10% of the total streams in France. Comedies crowd the chart with a 29% share, with 8% coming from Amazon and accounting for 16M streams in both SVOD platforms. Dramas outperformed on Netflix with almost 25% quota, while Amazon titles underperformed below the 330K bar.

The new feature by French comedian Michaël Young's "Bde" premiered at the 2023 Alpe D'Huez Film Festival and was released in a straight-to-SVOD strategy to Amazon Prime- quite an entry if we take into account that it popped up in the catalogue at the end of the month.

TOP MOVIES STREAMS BY GENRES

Genre	Movie	Streams
Action	S.W.A.T.: Firefight	763
Action	Mission: Impossible - Fallout	2.213
Comedy	Bde	1.826
Comedy	Your Place or Mine	3.640
Documentary	Fantasy Island	1.900
Drama	Archive	873
Drama	The Strays	1.803
Drama	2 Hearts	3.134
Family & Kids	We Have a Ghost	1.723
Horror & Fantasy	Black Christmas	486
Horror & Fantasy	Curve	1.579
Horror & Fantasy	Vikingulven	3.074
Sci-Fi	Justice League	109

OTT: Amazon / Netflix

THE END OF THE CASH-DRIVEN ERA IMPACTED ACTION MOVIES

The cost-consciousness era has impacted one of the most-expensive genres to produce. As Netflix's financial report lashed out in January, the runaway days of content spending are behind. After a decade spending massive amounts on high-end Originals, Netflix has progressively spawned out the Action project greenlight, making room for other content that can scale up while being more cost-effective. Action relegates to the bottom of the genre performance with 3M streams sharp. "Mission Impossible- Fallout" still kept the fourth position in the ranking with 2.2M streams.

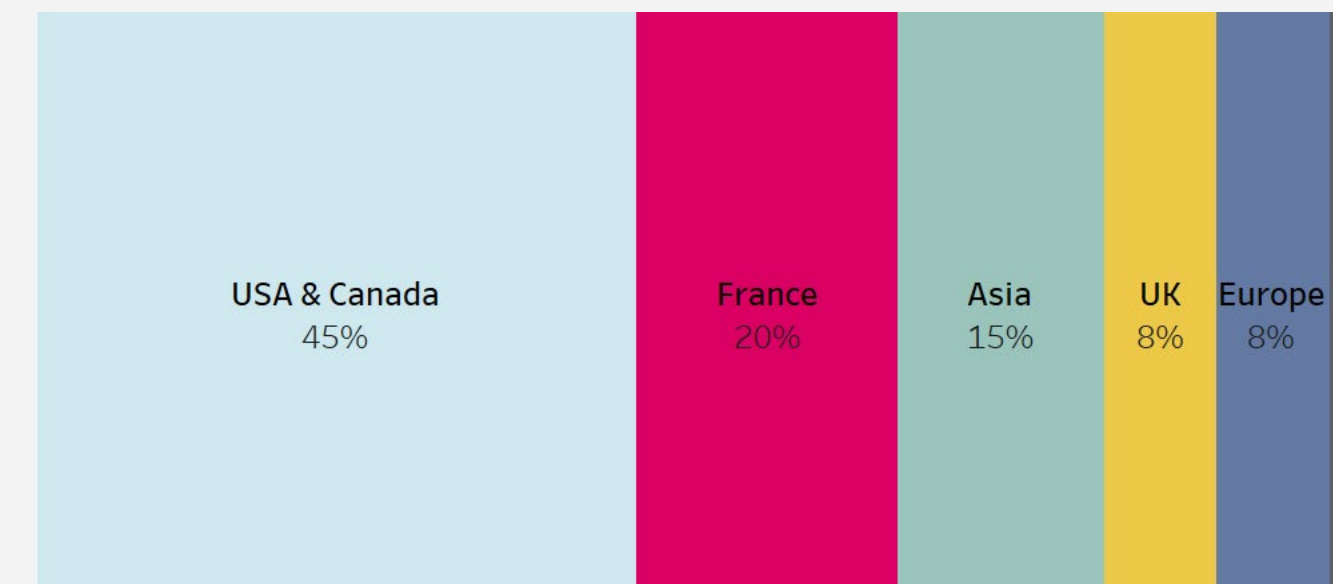# FRANCE 100 SHOWS | OVERVIEW

TOTAL STREAMS BY SHOW
NETFLIX - AMAZON

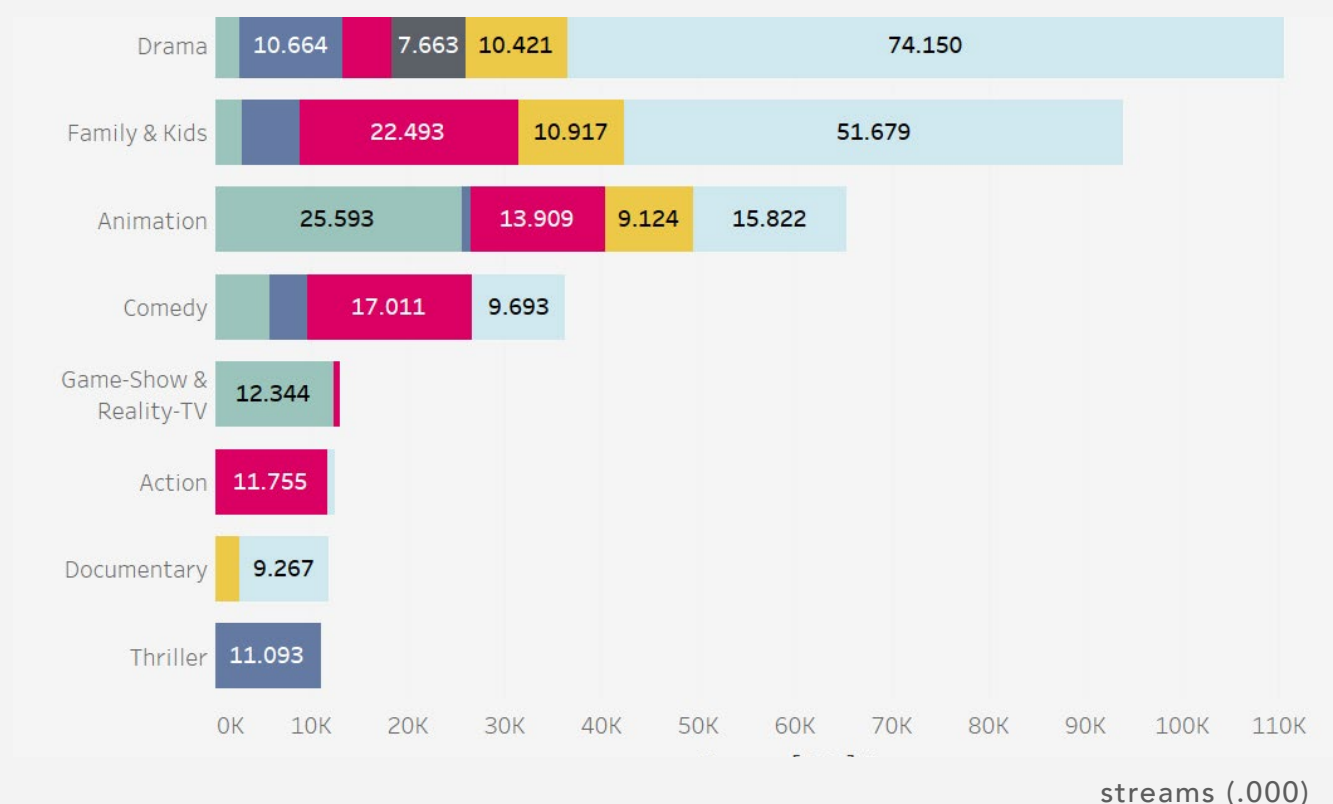|	SHOWS	PLATFORM	GENRE	
1	You	Netflix	Drama	39.311
2	Outer Banks	Netflix	Family & Kids	22.544
3	Ginny & Georgia	Netflix	Family & Kids	13.278
4	Physical: 100	Netflix	Game-Show & Reality-TV	12.344
5	Braqueurs	Netflix	Action	11.755
6	La chica de nieve	Netflix	Thriller	11.093
7	The Last of Us	Amazon	Drama	10.732
8	PAW Patrol	Netflix	Animation	10.606
9	Lockwood & Co	Netflix	Drama	10.421
10	Naruto: Shippūden	Netflix	Animation	10.031
11	Red Rose	Netflix	Family & Kids	9.937
12	The Walking Dead	Netflix	Documentary	9.267
13	Grizzy and the Lemmings	Netflix	Family & Kids	9.167
14	Les Sisters	Netflix	Family & Kids	9.133
15	The Loud House	Amazon	Animation	781
		Netflix	Animation	8.344
16	Wednesday	Netflix	Family & Kids	7.286
17	Pep's	Netflix	Comedy	7.220
18	Lidia Poët	Netflix	Drama	7.043
19	Represent	Netflix	Comedy	6.684
20	Triada	Netflix	Drama	6.257
21	Booba	Netflix	Family & Kids	5.972
22	Zig & Sharko	Netflix	Animation	5.663
23	My Dad the Bounty Hunter	Netflix	Family & Kids	5.337
24	Record of Ragnarok	Netflix	Animation	5.126
25	Black Hearts	Amazon	Drama	5.071
26	Pretty Little Liars	Amazon	Drama	4.751
27	Simon	Netflix	Animation	4.706
28	Hunter x Hunter	Netflix	Animation	4.463
29	Princess Power	Netflix	Animation	4.311
30	The Vampire Diaries	Amazon	Comedy	4.210
31	Todas las veces que nos e..	Netflix	Comedy	3.837
32	Dziewczyna i kosmonauta	Netflix	Drama	3.621

SHOWING 32/100 - See complete chart here

CATALOG SHARE BY COUNTRY
NETFLIX - AMAZON

USA & Canada 45%	France 20%	Asia 15%	UK 8%	Europe 8%

GENRES TOTAL STREAMS BY COUNTRIES
NETFLIX - AMAZON

Genre	Values
Drama	10.664 / 7.663 / 10.421 / 74.150
Family & Kids	22.493 / 10.917 / 51.679
Animation	25.593 / 13.909 / 9.124 / 15.822
Comedy	17.011 / 9.693
Game-Show & Reality-TV	12.344
Action	11.755
Documentary	9.267
Thriller	11.093

0K 10K 20K 30K 40K 50K 60K 70K 80K 90K 100K 110K

streams (.000)

TEEN DRAMAS WIN THE BEST POSITIONS AND PROPEL THE KIDS/ TEEN GENRE TO SECOND BEST

Family & Kids/Teen genre scales up to #2 with +39M streams compared to previous months. The effect came mainly from the Season 3 release of "Outer Banks", which boosted the target hard watching. As frontrunners of this genre, "Outer Banks", "Ginny & Georgia", and "Red Roses" have enjoyed popularity among young adults and teens on Netflix. All the shows share coming-of-age conflicts that transcend and interject love, friendship and dark secrets. Together they totalled 45M streams and renewed for multiple seasons.

NETFLIX REALITY SERIES "PHYSICAL 100" WAS THE MONTH'S BIG SURPRISE

In the vein of "Squid Game", the South Korean show "Physical 100" takes the competition to reality, gathering 100 of the most athletic people in Korea and pitting them against each other in a series of strength, endurance and agility challenges. Some outlets fantasize about potential adaptations in different countries, gathering massive audience attention like in the US. The Asian catalog share increased by 6 points compared to the last report.
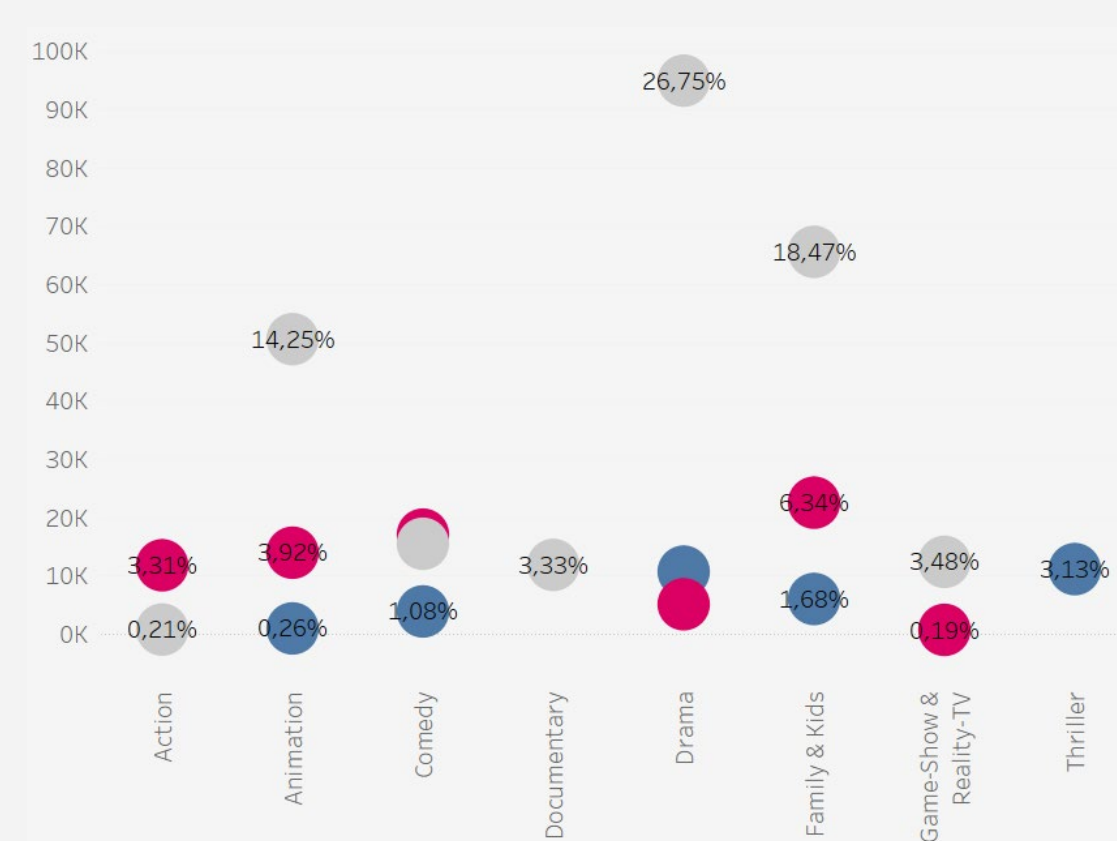
PRODUCTION COUNTRIES: Usa & Canada | Europe | France | Asia | UK | Latam

FRANCE 100 SHOWS | EUROPEAN FOCUS

LOCAL AND EUROPEAN SHOWS IN THE TOP 100
NETFLIX - AMAZON

SHOWS			PLATFORM		POSITION	GENRE	
1	Braqueurs	2	Netflix	FR	11	Action	7.440
		1	Netflix	FR	31	Action	4.315
2	La chica de nieve	1	Netflix	ES	4	Thriller	11.093
3	Grizzy and the Lemmings	2	Netflix	FR	22	Family & Kids	5.205
		1	Netflix	FR	33	Family & Kids	3.962
4	Les Sisters	1	Netflix	FR	9	Family & Kids	9.133
5	Pep's	1	Netflix	FR	13	Comedy	7.220
6	Lidia Poët	1	Netflix	IT	14	Drama	7.043
7	Represent	1	Netflix	FR	15	Comedy	6.684
8	Booba	5	Netflix	RU	38	Family & Kids	3.178
		1	Netflix	RU	46	Family & Kids	2.794
9	Zig & Sharko	3	Netflix	FR	19	Animation	5.663
10	Black Hearts	1	Amazon	FR	2	Drama	5.071
11	Simon	1	Netflix	FR	26	Animation	4.706

CONTRIBUTION OF LOCAL & EUROPEAN SHOWS TO TOTAL STREAMS
NETFLIX - AMAZON

Action: 3,31% / 0,21%
Animation: 3,92% / 0,26%
Comedy: 26,75% / 1,08%
Documentary: 3,33%
Drama: 18,47% /
Family & Kids: 6,34% / 1,68%
Game-Show & Reality-TV: 3,48% / 0,19%
Thriller: 3,13%
14,25%

NUMBER OF TITLES BY GENRES
NETFLIX - AMAZON

GENRE	EU	FRANCE
Action		1
Animation	1	4
Comedy	1	3
Drama	2	1
Family & Kids	1	4
Game-Show & Reality-TV		1
Thriller	1	

CONTRIBUTION TO DRAMA STREAMS

4,6%
85,8%
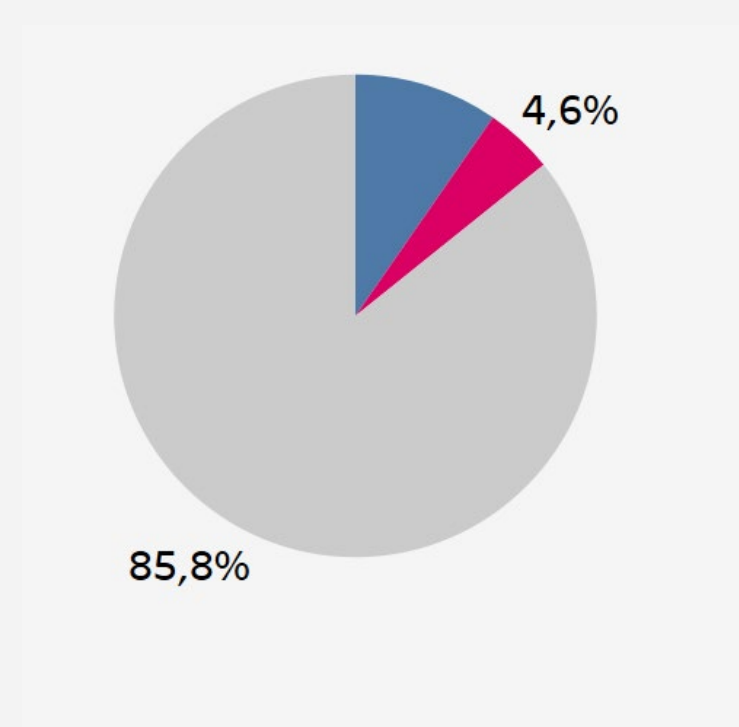
14 LOCAL SHOWS MADE IT TO THE TOP 100

Animation and Family & Kids are the genres with more shows in the chart. Teen/Kids content represents the most significant quota with 6,34% of the total share, translating to 22M streams. "Braqueurs" new season sits at #11 on Netflix with 7.4M streams. "Braqueurs" is a Crime Drama series created by Kévin Ossona and Antoine Chevrollier, first aired on French television OCS in 2020 before landing on a streaming service. Since the fever of "Money Heist", which significantly influenced the heist genre and audience in recent years, Netflix has been delivering local productions with a similar scheme.
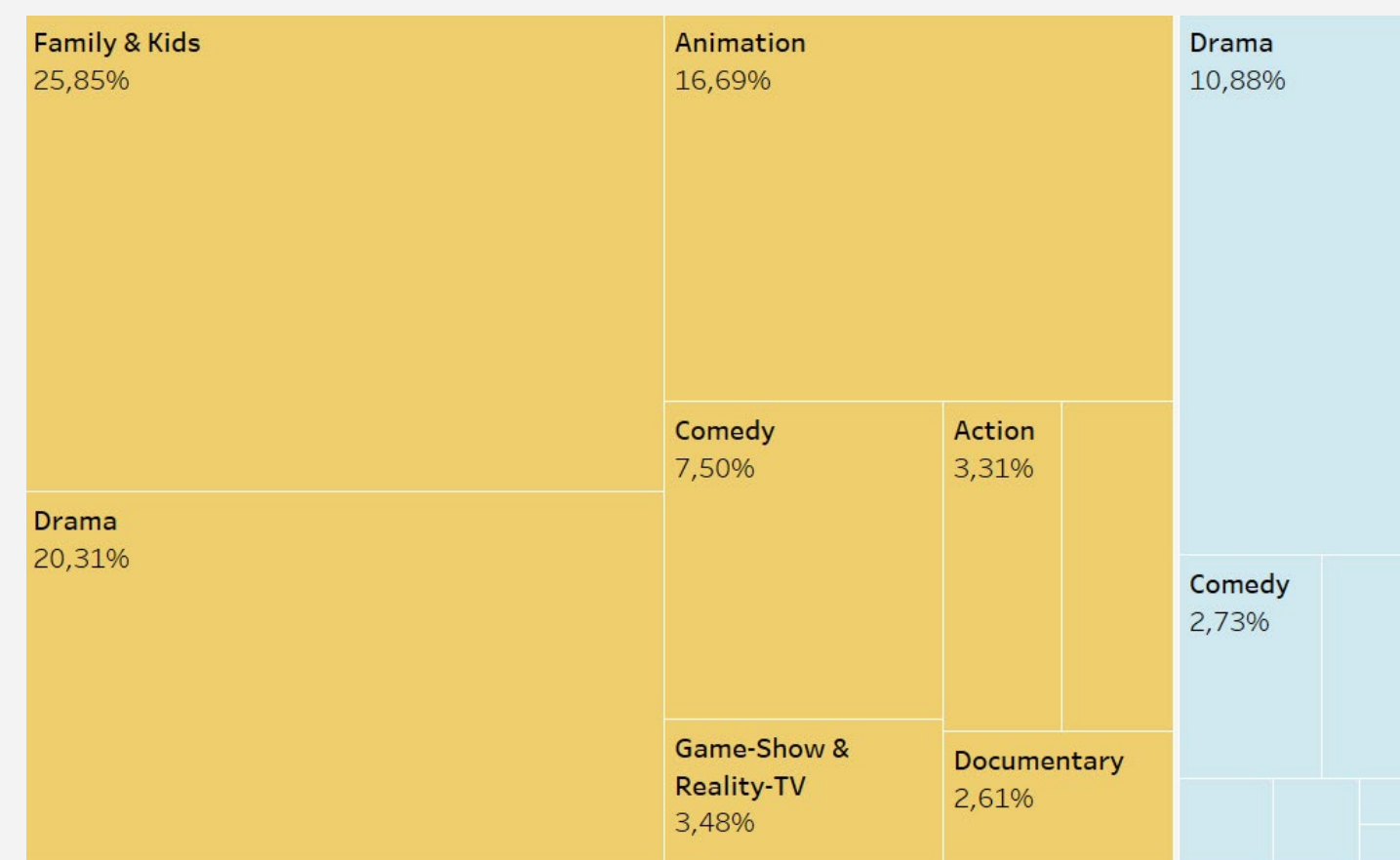
EUROPEAN FEMALE LEADING DRAMA-THRILLERS SERIES FUEL OUT

"La Chica de Nieve" and "Lidia Poët" take control of inquiries to solve crimes. Based on Javier Castillo's best-seller "La Chica de Nieve", a Spanish thriller made the top list with 11M streams, which set a record only behind the domestic market. Inspired by the story of a real historical figure "Lidia Poët" who was acknowledged as Italy's first female lawyer, the revamped version that fits the current feminist trend, earned 7M streams in its debut month.
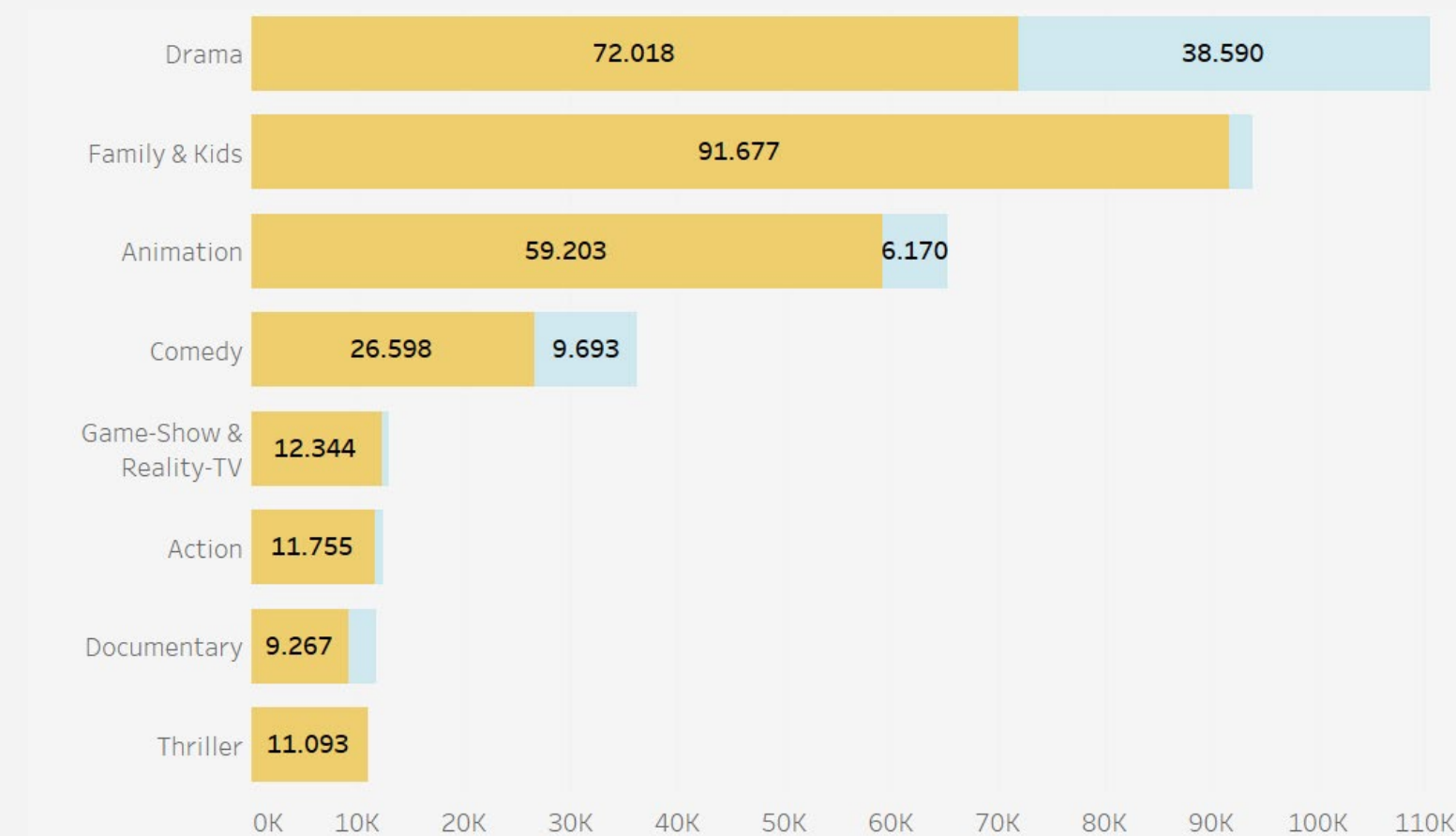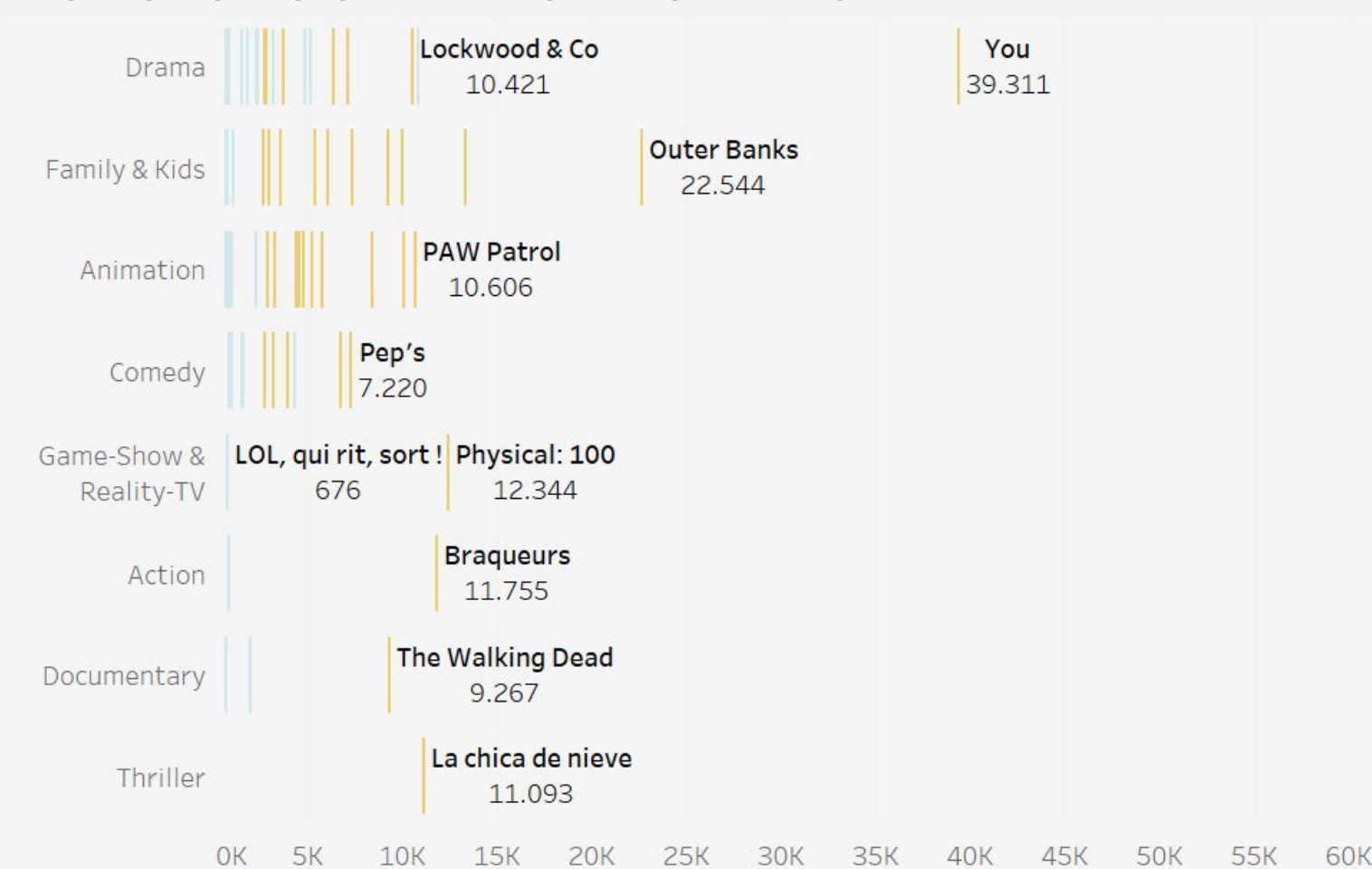
PRODUCTION COUNTRIES: ■ Europe ■ France ■ Others

FRANCE 100 SHOWS | SVOD PLATFORMS

MOST WATCHED GENRES
SHARE BY PLATFORM

Family & Kids 25,85%	Animation 16,69%	Drama 10,88%
Drama 20,31%	Comedy 7,50% / Action 3,31%	Comedy 2,73%
	Game-Show & Reality-TV 3,48% / Documentary 2,61%	

TOTAL STREAMS BY GENRES
PLATFORM COMPARATIVE

Genre	Netflix	Amazon
Drama	72.018	38.590
Family & Kids	91.677	
Animation	59.203	6.170
Comedy	26.598	9.693
Game-Show & Reality-TV	12.344	
Action	11.755	
Documentary	9.267	
Thriller	11.093	

(axis: 0K 10K 20K 30K 40K 50K 60K 70K 80K 90K 100K 110K)

TOP SHOWS STREAMS BY GENRES

Genre	Top Show	Streams
Drama	Lockwood & Co	10.421
	You	39.311
Family & Kids	Outer Banks	22.544
Animation	PAW Patrol	10.606
Comedy	Pep's	7.220
Game-Show & Reality-TV	LOL, qui rit, sort !	676
	Physical: 100	12.344
Action	Braqueurs	11.755
Documentary	The Walking Dead	9.267
Thriller	La chica de nieve	11.093

(axis: 0K 5K 10K 15K 20K 25K 30K 35K 40K 45K 50K 55K 60K)

OTT: ☐ Amazon ☐ Netflix

AGGREGATED HBOMAX CHANNEL TUNED WITHIN AMAZON PRIME VIDEO ENABLES THE PLATFORM TO COMPETE IN FRANCE

"The Last of Us" allowed Amazon to compete for viewing time quota with 10M streams - the platform rarely reaches this kind of figures with its catalogue. Amazon has rebounded stream share since the new year, going up to 10% in a market where it usually scored 4% on average.

NETFLIX BETS ON "FAMILY & KIDS/ TEENS" CONTENT WHILE AMAZON RELIES ON "DRAMAS"

Teen and Young Adult content scored 91.6M streams on Netflix with no significant competence from Amazon. The e-commerce company vanishes from Reality-TV, Action and Thriller, and some titles such as the French adaptation of Reality-contest "Lol, qui rit, sort!" , or "Vampire Academy" gathered around 700K each.

HOT CONTENT IN FRANCE

CONTENT SPENDING, REBRANDING, AND AGGREGATION SHAPE THE STREAMING INDUSTRY

CELIA FUMANAL
INNOVATION DIRECTOR

Content spending is slowing down. Content has been rolling as the golden asset and has articulated the prior growing strategy of Studios and streaming companies for the past decade. Moffet Nathanson from VIP, revealed recently that content will still centre the overall global spending but it will have a lagging trajectory. Studios struggled to reduce expenses and improve margins forcing left-offs, budget cuts and season cancellations: the glory days of spending are behind while we reach the closing of the cash-intensive era of Streaming Wars. In the past months, we've witnessed a noticeable cash turndown in Warner Bros. Discovery, NBCUniversal, Netflix and Disney+. At the same time, tech companies Amazon and Apple+ have pressed the speed button to invest in their side content business. Ampere Analysis forecasted an expected increase in investment in direct-to-consumer content and a spawned out of linear acquisitions, accelerating the ongoing decay of pay TV. Netflix and most streaming companies have gathered a small fortune on programming. As reported by Variety, for the first time, Netflix's content obligations (acquisitions, licensing, cost of own productions) dropped 5.7% in 2022. During its Q4 earning report, the company extended its enthusiasm for content performance within the 2022 Q4 slate, including the Young Adult smash "Wednesday", the docu-series "Harry & Megan", and the Norwegian Action-Fantasy film "Troll." In their own words, Netflix is entering a "sustainable" trajectory to compete upwards with the giant challenge: saturation and M&A (Mergers and Acquisitions).

Saturation is translating into aggregation. A new kid is joining the playground in the US: Verizon. An October-November survey of streaming users across ten countries conducted by Accenture and Oxford Economics found that 86% of respondents were interested in an all-in-one-place app that managed their subscriptions through a single platform. Verizon is offering this with an exclusive deal with Netflix and Disney+ ecosystem. The leading platform didn't consider the mobile company a threat but an ally, a different angle from Amazon or Apple TV.
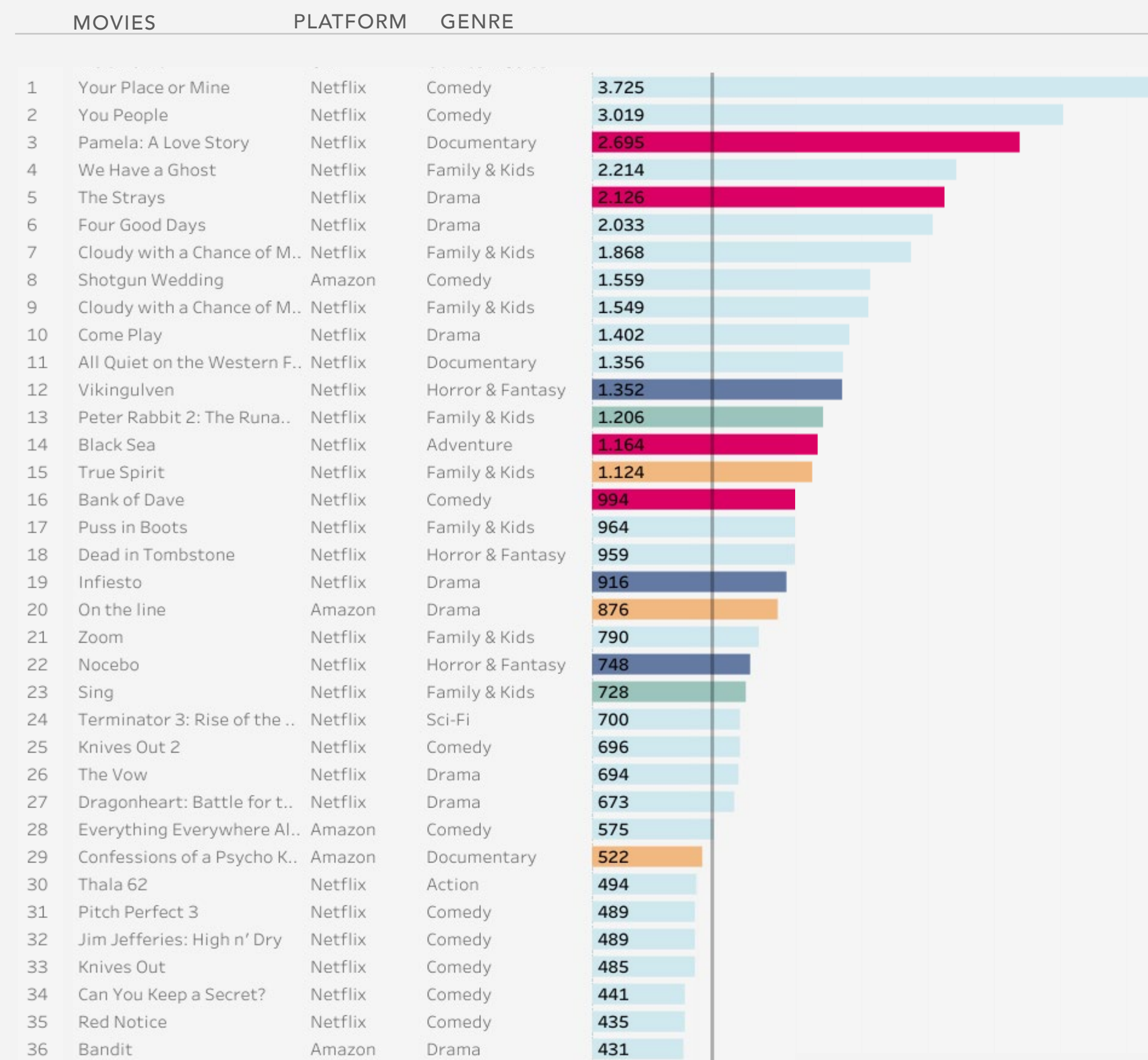
Rebranding or revival? On Wednesday, 12 April, Warner Bros. Discovery Chief Executive Officer David Zaslav jumped on stage to announce the new streaming service after a rebrand for the second time in three years of his company: Max. Dropping HBO speaks volumes about the new head strategy and avoiding the brand's premium and niche product associations. Zaslav believes the HBO label turns off a large segment of the population who wants more famous franchises such as "Harry Potter", "Games of Thrones" and DC rather than "Succession" or "The White Lotus". HBO Chief Casey Bloys celebrated the change as he felt all the unscripted programming could damage the reputation of his 20 years brand. Max looks for financial prospects and sets its eyes on advertising.

To be compelling to advertisers, they will have to improve their numbers. The platforms accounted for 1.3% of US TV viewing in January and February, and US viewers spend six times as many hours watching Netflix as HBO Max. The global figures are brighter; the gap is enormous as overseas Netflix has at least four times as many customers, reported Bloomberg. Max's catchphrase is "The one to watch."- Let's soon find out if the audience agrees.
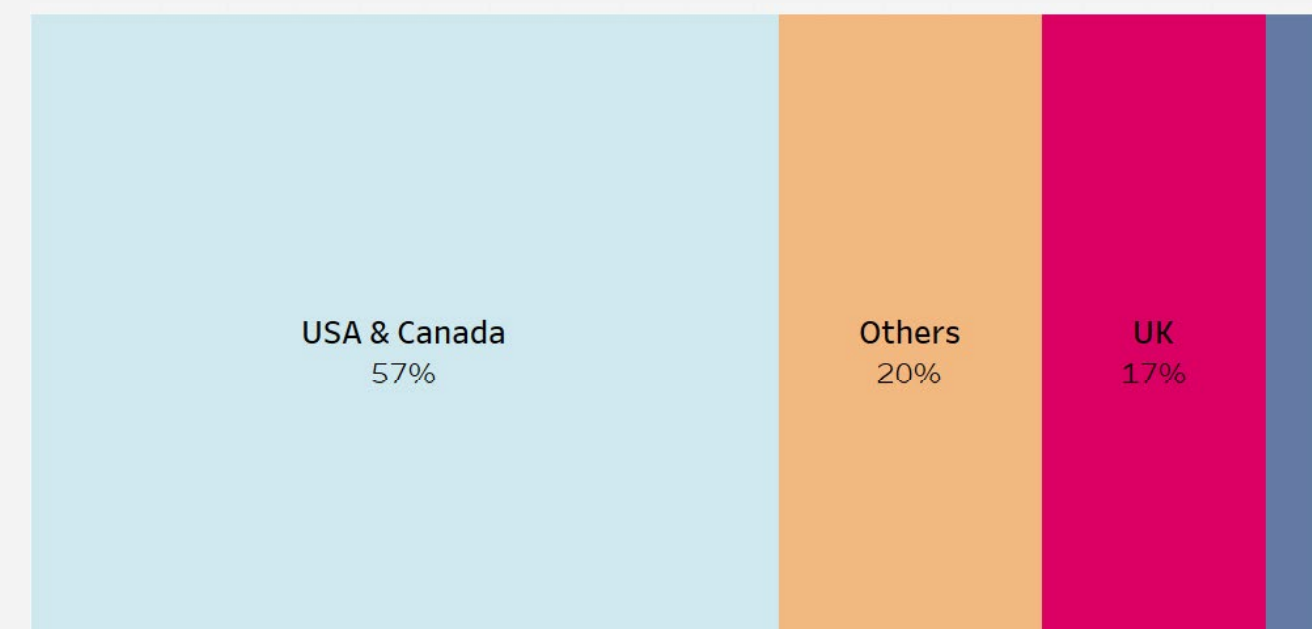
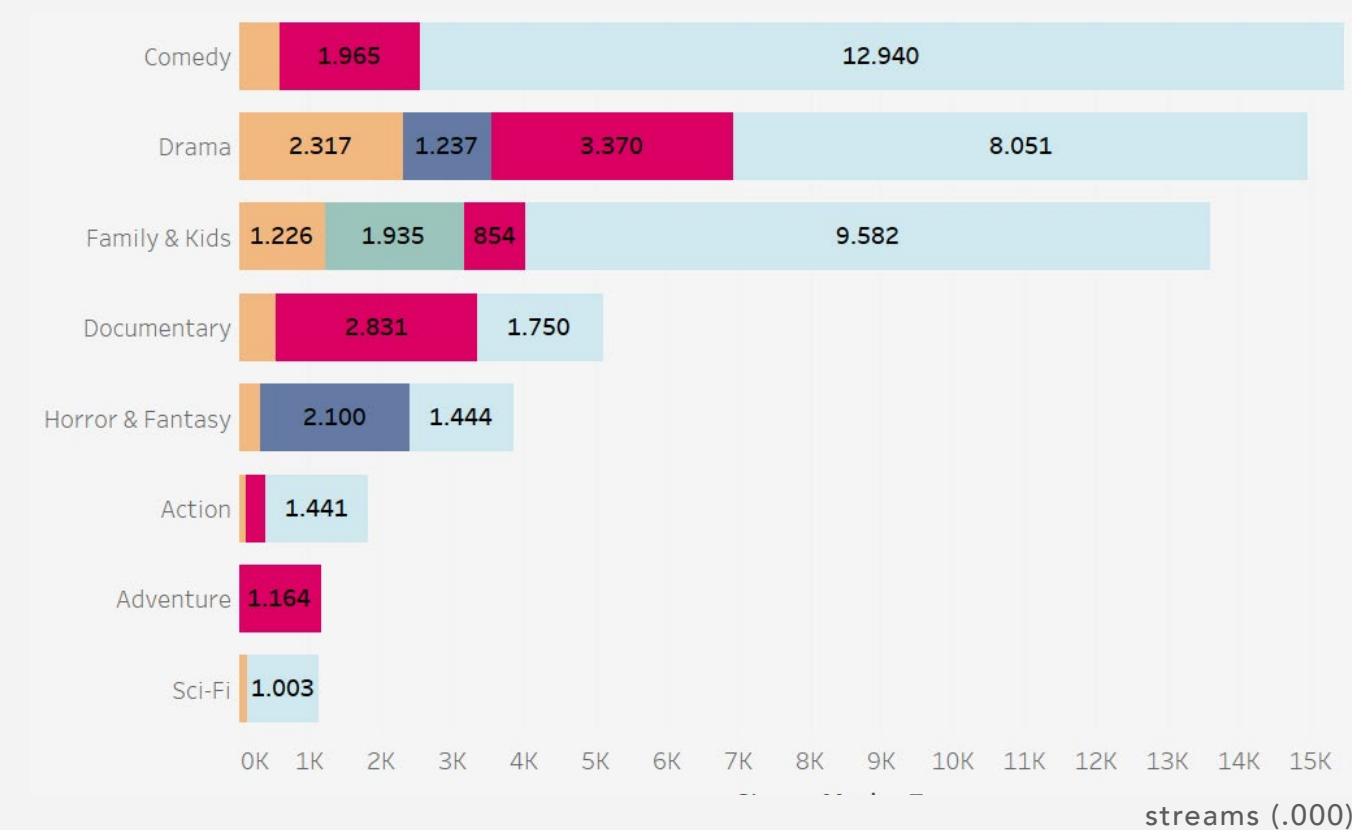# UK 100 MOVIES | OVERVIEW

TOTAL STREAMS BY MOVIE
NETFLIX - AMAZON

	MOVIES	PLATFORM	GENRE	
1	Your Place or Mine	Netflix	Comedy	3.725
2	You People	Netflix	Comedy	3.019
3	Pamela: A Love Story	Netflix	Documentary	2.695
4	We Have a Ghost	Netflix	Family & Kids	2.214
5	The Strays	Netflix	Drama	2.126
6	Four Good Days	Netflix	Drama	2.033
7	Cloudy with a Chance of M..	Netflix	Family & Kids	1.868
8	Shotgun Wedding	Amazon	Comedy	1.559
9	Cloudy with a Chance of M..	Netflix	Family & Kids	1.549
10	Come Play	Netflix	Drama	1.402
11	All Quiet on the Western F..	Netflix	Documentary	1.356
12	Vikingulven	Netflix	Horror & Fantasy	1.352
13	Peter Rabbit 2: The Runa..	Netflix	Family & Kids	1.206
14	Black Sea	Netflix	Adventure	1.164
15	True Spirit	Netflix	Family & Kids	1.124
16	Bank of Dave	Netflix	Comedy	994
17	Puss in Boots	Netflix	Family & Kids	964
18	Dead in Tombstone	Netflix	Horror & Fantasy	959
19	Infiesto	Netflix	Drama	916
20	On the line	Amazon	Drama	876
21	Zoom	Netflix	Family & Kids	790
22	Nocebo	Netflix	Horror & Fantasy	748
23	Sing	Netflix	Family & Kids	728
24	Terminator 3: Rise of the ..	Netflix	Sci-Fi	700
25	Knives Out 2	Netflix	Comedy	696
26	The Vow	Netflix	Drama	694
27	Dragonheart: Battle for t..	Netflix	Drama	673
28	Everything Everywhere Al..	Amazon	Comedy	575
29	Confessions of a Psycho K..	Amazon	Documentary	522
30	Thala 62	Netflix	Action	494
31	Pitch Perfect 3	Netflix	Comedy	489
32	Jim Jefferies: High n' Dry	Netflix	Comedy	489
33	Knives Out	Netflix	Comedy	485
34	Can You Keep a Secret?	Netflix	Comedy	441
35	Red Notice	Netflix	Comedy	435
36	Bandit	Amazon	Drama	431

SHOWING 36/100 - See complete chart here

CATALOG SHARE BY COUNTRY
NETFLIX - AMAZON

USA & Canada 57%	Others 20%	UK 17%	

GENRES TOTAL STREAMS BY COUNTRIES
NETFLIX - AMAZON

Genre					
Comedy	1.965			12.940	
Drama	2.317	1.237	3.370	8.051	
Family & Kids	1.226	1.935	854	9.582	
Documentary		2.831	1.750		
Horror & Fantasy	2.100	1.444			
Action	1.441				
Adventure	1.164				
Sci-Fi	1.003				

0K 1K 2K 3K 4K 5K 6K 7K 8K 9K 10K 11K 12K 13K 14K 15K

streams (.000)

A U.S. PREMIERE IN MANY RANKINGS

As in other analysed markets, the most-watched title was "Your Place or Mine" with 3.7M views. This movies includes friendships that turn into house swaps and even something else - formulas that seem to keep working for the romantic comedy-loving audience.

In second position, we find another ROM-COM. This time, it involves love in different cultures and the moment of awkward family introductions. It is "You people" which was released in January and it has 3M views.

Another kind of love is represented with the documentary "Pamela: a Love Story" about the life of Pamela Anderson. It premiered at the end of January and counts this month with 2.6M views. Fairly far down the ranking, with 1.1M views, we find an Australian film. "True Spirit" was released on Netflix in late January in Australia and early February worldwide. It tells the story of a young Australian girl who is the youngest person to sail solo around the world in a sailboat.

PRODUCTION COUNTRIES: Usa & Canada   Europe   UK   Asia   Other

UK 100 MOVIES | EUROPEAN FOCUS

LOCAL AND EUROPEAN MOVIES IN THE TOP 100
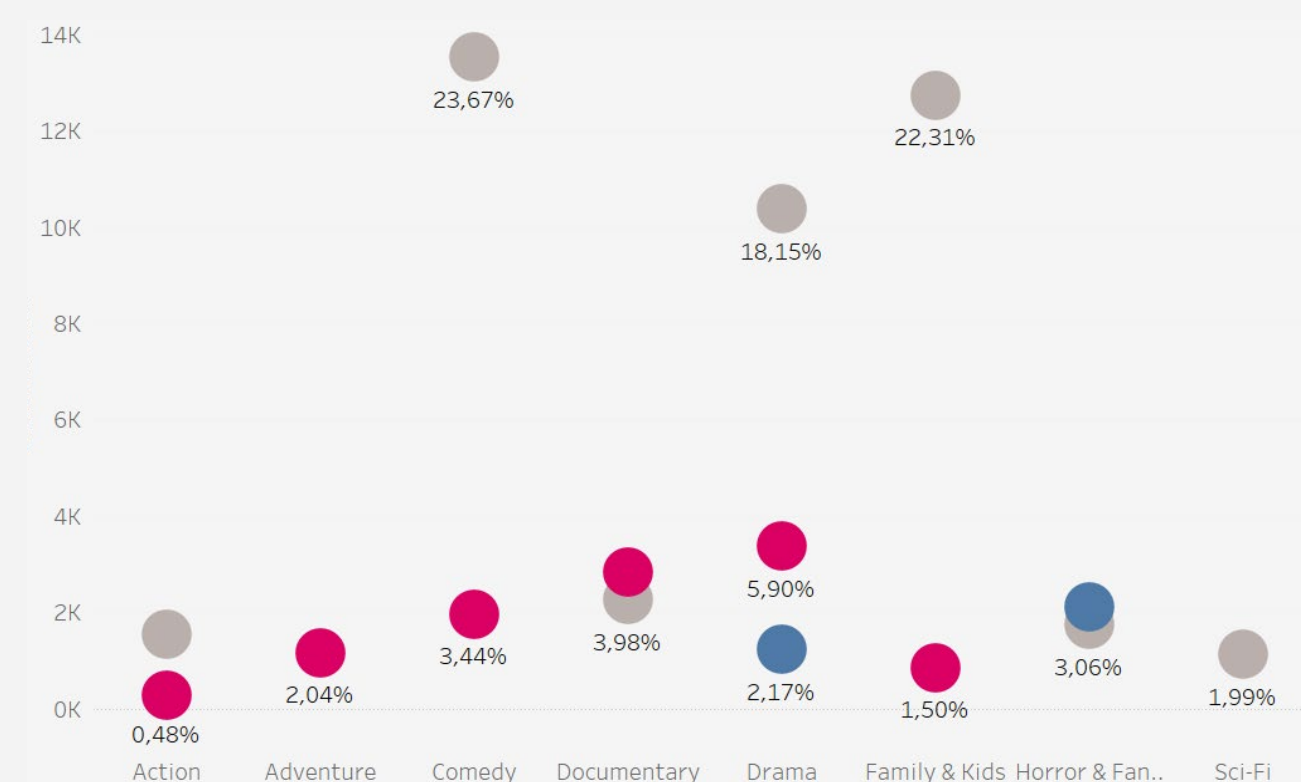### NETFLIX - AMAZON

	MOVIES	PLATFORM		POSITION	GENRE	
1	Pamela: A Love Story	Netflix	UK	3	Documentary	2.695
2	The Strays	Netflix	UK	5	Drama	2.126
3	Vikingulven	Netflix	NO	11	Horror & Fantasy	1.352
4	Black Sea	Netflix	UK	13	Adventure	1.164
5	Bank of Dave	Netflix	UK	15	Comedy	994
6	Infiesto	Netflix	ES	18	Drama	916
7	Nocebo	Netflix	IE	20	Horror & Fantasy	748
8	Greg Davies Live: The Bac..	Netflix	UK	33	Comedy	422
9	Wild Bill	Netflix	UK	35	Drama	419
10	Matilda	Netflix	UK	40	Family & Kids	369
11	Three Day Millionaire	Netflix	UK	44	Comedy	353
12	Page Eight	Netflix	UK	45	Drama	324
13	Kampen om Narvik - Hitler..	Netflix	NO	46	Drama	322
14	Bad Day for the Cut	Netflix	UK	47	Drama	321
15	The BFG	Netflix	UK	49	Family & Kids	317

CONTRIBUTION OF LOCAL & EUROPEAN MOVIES TO TOTAL STREAMS
NETFLIX - AMAZON

- Action: 0,48%
- Adventure: 2,04%
- Comedy: 3,44%
- Documentary: 3,98% / 23,67%
- Drama: 5,90% / 2,17% / 18,15%
- Family & Kids: 1,50%
- Horror & Fan..: 3,06%
- Sci-Fi: 1,99% / 22,31%

NUMBER OF TITLES BY GENRES
NETFLIX - AMAZON

GENRE	EU	UK
Action		2
Adventure		1
Comedy		4
Documentary		2
Drama	2	5
Family & Kids		3
Horror & Fantasy	2	

CONTRIBUTION TO DRAMA STREAMS

- 8,3%
- 22,5%
- 69,2%
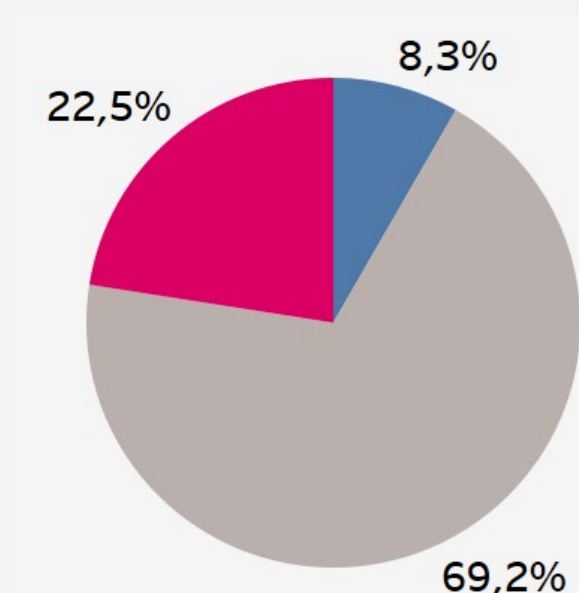
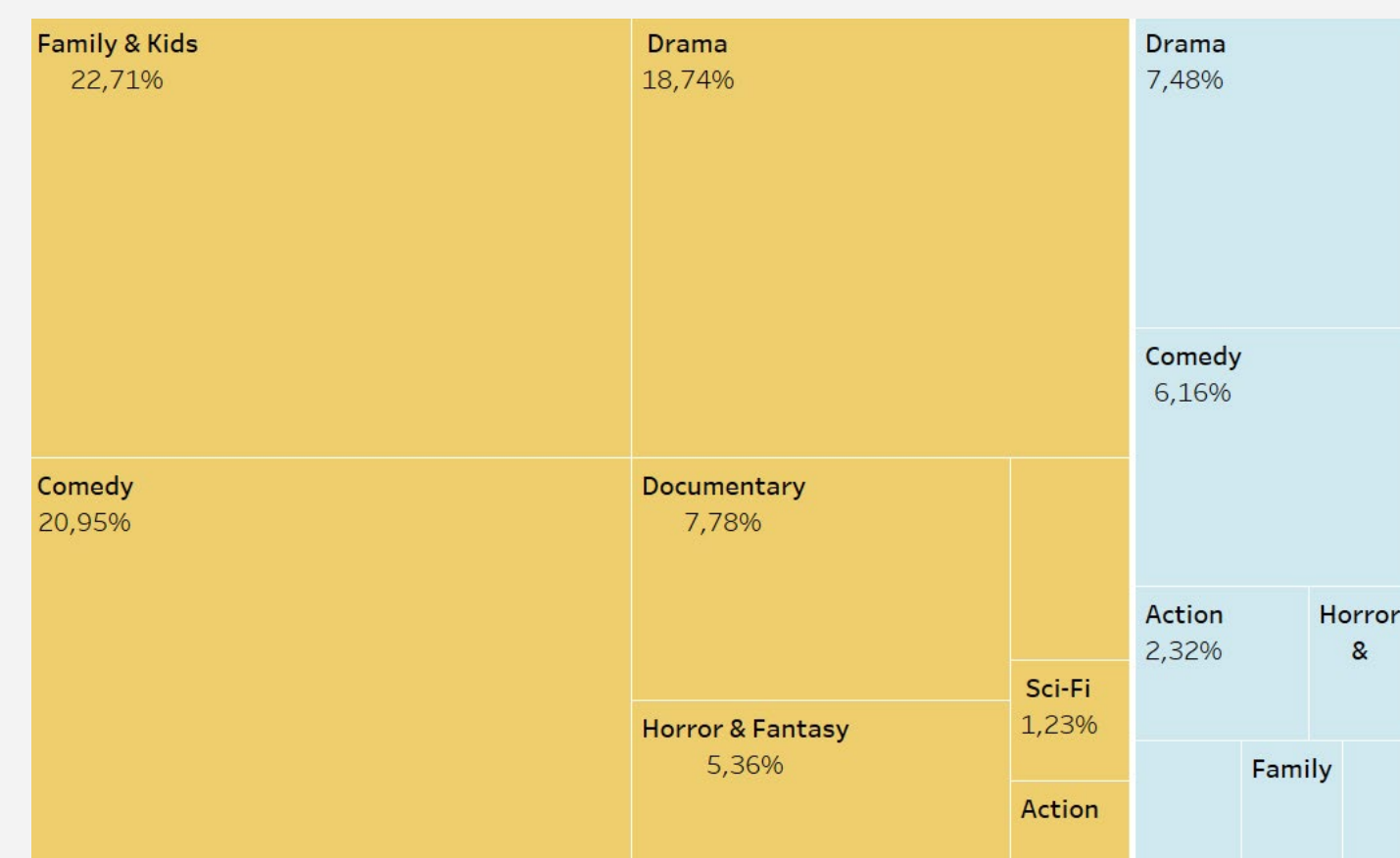**PRODUCTION COUNTRIES:** ■ Europe ■ UK ■ Others

SEVEN OF THE MOST-WATCHED TITLES ARE ENGLISH AND ALL ARE FROM NETFLIX

"The Strays," an English horror film released on February 22, garnered 2.1M views. The film, directed by Nathaniel Martello-White (Cla'am), follows a black woman's life of privilege that falls apart when two strangers show up in her posh town. A review from The Objective mentions: "The Strays (...) takes a different path and that's what makes it a singularity and probably why its ending is getting so much buzz on social media. (...) Its abrupt closing elevates it from the average Home Invasion subgenre."
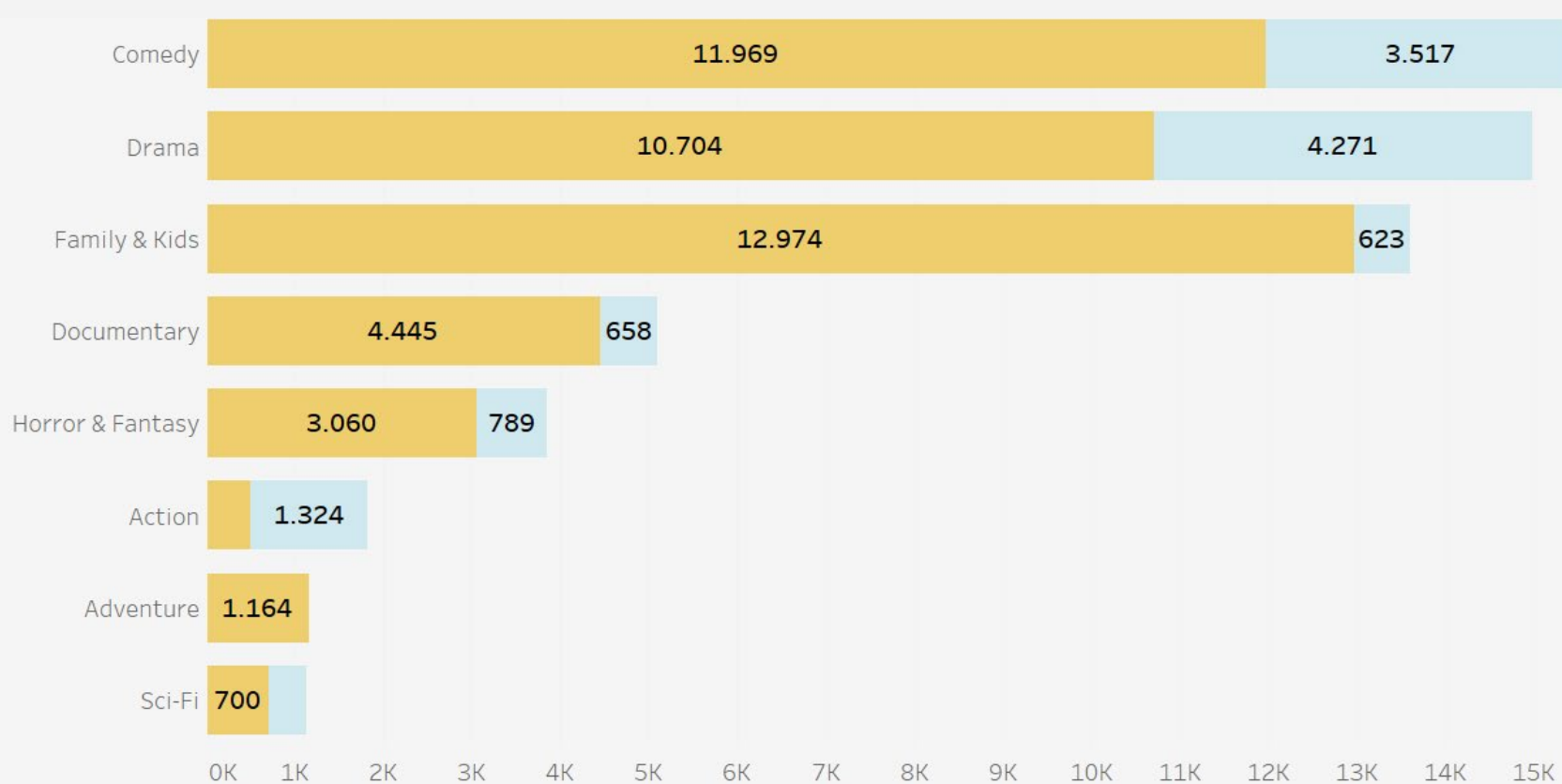
The Norwegian film "Vikingulven" conquered the UK with 1.3M. Not far behind, in fourth place is the English film "Black Sea" with 1.1M views, and in fifth place "Bank of Dave" with 994k. The latter film the previous month ranked #1 on the chart.
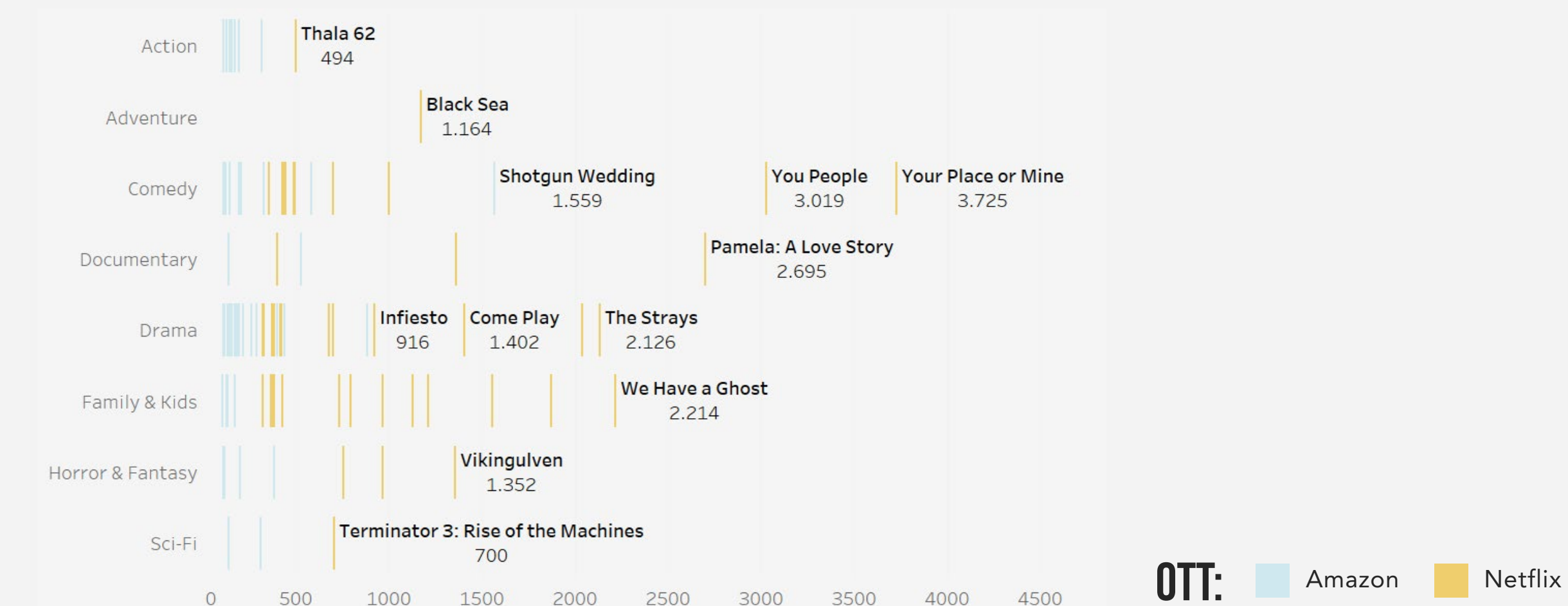
UK 100 MOVIES | SVOD PLATFORMS

MOST WATCHED GENRES
SHARE BY PLATFORM

Family & Kids 22,71%	Drama 18,74%	Drama 7,48%
		Comedy 6,16%
Comedy 20,95%	Documentary 7,78%	Action 2,32% / Horror &
	Horror & Fantasy 5,36%	Sci-Fi 1,23%
	Action	Family
		Action

TOTAL STREAMS BY GENRES
PLATFORM COMPARATIVE

Genre	Netflix	Amazon
Comedy	11.969	3.517
Drama	10.704	4.271
Family & Kids	12.974	623
Documentary	4.445	658
Horror & Fantasy	3.060	789
Action	1.324	
Adventure	1.164	
Sci-Fi	700	

TOP MOVIES STREAMS BY GENRES

Genre	Titles
Action	Thala 62 — 494
Adventure	Black Sea — 1.164
Comedy	Shotgun Wedding — 1.559 / You People — 3.019 / Your Place or Mine — 3.725
Documentary	Pamela: A Love Story — 2.695
Drama	Infiesto — 916 / Come Play — 1.402 / The Strays — 2.126
Family & Kids	We Have a Ghost — 2.214
Horror & Fantasy	Vikingulven — 1.352
Sci-Fi	Terminator 3: Rise of the Machines — 700

OTT: ☐ Amazon ☐ Netflix

COMEDY AND DRAMA TAKE THE LEAD, BUT FAMILY & KIDS HOLDS STRONG WITH SURPRISING TITLE

Taking into account both platforms, the most watched genre this month is Comedy with 20.95% on Netflix and 11.9M views, and with 6.16% on Amazon and 3.5M views. The second most watched genre is Drama with 18.74% on Netflix and 10.7M views and on Amazon 18.74% and 4.2M views.

The Family & Kids/Teen genre sits in third place with 19.75% on Netflix and 11.8 views, and on Amazon 0.87% and 499k views. What are the titles that put this category in such a good position? Most of the titles are American productions such as "We Have a Ghost" (2.2M) and "Cloudy with a Chance of Meatballs" (1.8M views). However, an English title with 369k appears in this category: "Matilda The musical". The film had its world premiere at the BFI London Film Festival in October 2022, and was released in the UK in November 2022. It hit Netflix in December and is already accumulating 3.6M streams with more than 3 months in the top grids.

The documentary this month ranks fourth, and it's clear that this exceptional position is thanks to the aforementioned "Pamela: A Love Story." Proof that the documentaries that rhyme with pop culture and unveil an unknown storytelling, tend to work for Netflix audiences.

UK 100 SHOWS | OVERVIEW

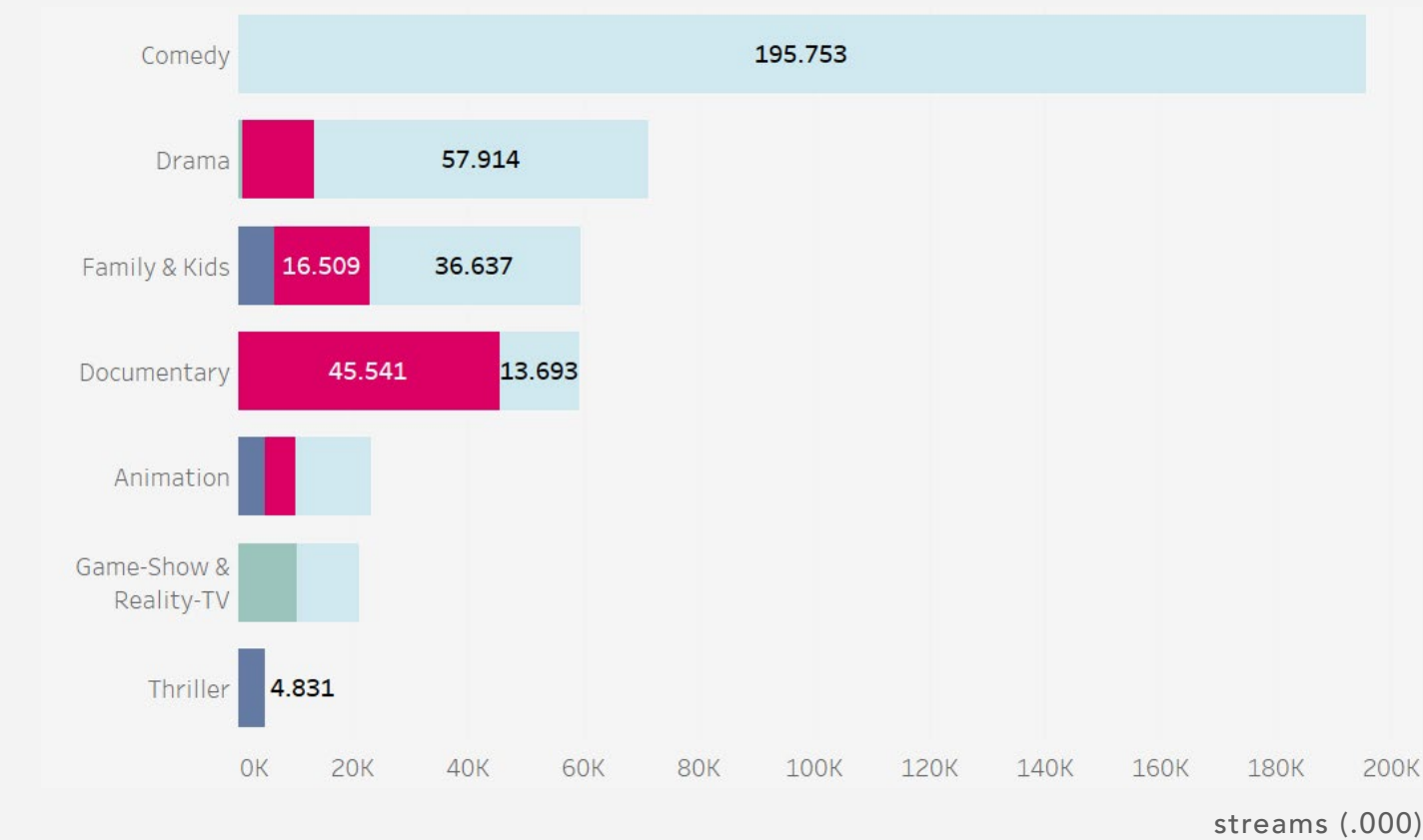## TOTAL STREAMS BY SHOW
NETFLIX - AMAZON

	SHOWS	PLATFORM	GENRE	
1	The Big Bang Theory	Netflix	Comedy	150.550
		Amazon	Comedy	1.785
2	Friends	Netflix	Comedy	91.962
3	Brooklyn Nine-Nine	Netflix	Comedy	88.992
4	Ginny & Georgia	Netflix	Comedy	53.671
			Family & Kids	6.369
5	You	Netflix	Drama	31.725
6	Wednesday	Netflix	Family & Kids	27.121
7	The Office	Netflix	Comedy	26.634
8	Jeremy Clarkson: I Bought..	Amazon	Documentary	25.611
9	Jigsaw	Netflix	Drama	22.675
10	Lockwood & Co	Netflix	Drama	22.318
11	Emily in Paris	Netflix	Comedy	22.317
12	Outer Banks	Netflix	Family & Kids	19.457
13	Vikings: Valhalla	Netflix	Drama	18.341
14	Mr. Bean: The Animated Series	Netflix	Family & Kids	16.984
		Amazon	Family & Kids	828
15	The Rig	Amazon	Documentary	1.752
			Drama	14.365
16	PAW Patrol	Netflix	Animation	12.301
17	Young Sheldon	Netflix	Comedy	11.359
18	Physical: 100	Netflix	Game-Show & Reality-TV	10.297
19	Superstore	Netflix	Comedy	9.191
20	Tom Clancy's Jack Ryan	Amazon	Drama	8.391
21	Red Rose	Netflix	Family & Kids	8.366
22	The Mentalist	Amazon	Drama	8.316
23	Hunters	Amazon	Drama	8.299
24	Treason	Netflix	Drama	8.269
25	My Lover, My Killer	Netflix	Documentary	8.077
26	La Reina del Sur	Netflix	Drama	7.809
27	House	Amazon	Drama	7.728
28	That '90s Show	Netflix	Family & Kids	7.494
29	Alice in Borderland	Netflix	Animation	6.836
30	Murdaugh Murders: A Sou..	Netflix	Documentary	6.574
31	Grizzy and the Lemmings	Netflix	Family & Kids	6.472
32	The Recruit	Netflix	Drama	6.376

CATALOG SHARE BY COUNTRY
NETFLIX - AMAZON

USA & Canada 70%

UK 21%

GENRES TOTAL STREAMS BY COUNTRIES
NETFLIX - AMAZON

Comedy	195.753
Drama	57.914
Family & Kids	16.509 / 36.637
Documentary	45.541 / 13.693
Animation	
Game-Show & Reality-TV	
Thriller	4.831

0K 20K 40K 60K 80K 100K 120K 140K 160K 180K 200K

streams (.000)

NEARLY THE MOST WATCHED: A BRITISH DOCUMENTARY FROM AMAZON

"Jeremy Clarkson's I Bought a Farm" obtains an exceptional position in the ranking: #4 with 25.6M views. Of these views, 2.8M correspond to the first season which was released in June 2021 on the platform, and 22.8M correspond to the second season that was released on February 10. A third season is already secured with these figures!

As we saw last month with "Bank of Dave", the UK audience is keen on local content with real stories or based on real events. In this case, "Jeremy Clarkson: I Bought a Farm" is a documentary that follows the adventures of Jeremy, the polemic journalist specialising in cars who ran the show "Gran Prix" for more than a decade in British TV. In a funny way, the series shows how Clarkson tries to become a farmer while staying truthful to his authentic personality.

The press conference for this series was canceled because days earlier much controversy was generated after Clarkson publicly insulted Meghan Markle after the premiere of "Harry and Megan" on Netflix. According to Variety "Amazon Likely to Part Ways With Jeremy Clarkson After Final Commissioned Shows Go to Air". But beyond that, or thanks to that, the series was a success. And it's clear that streamers are recycling these kinds of controversial icons of each country.

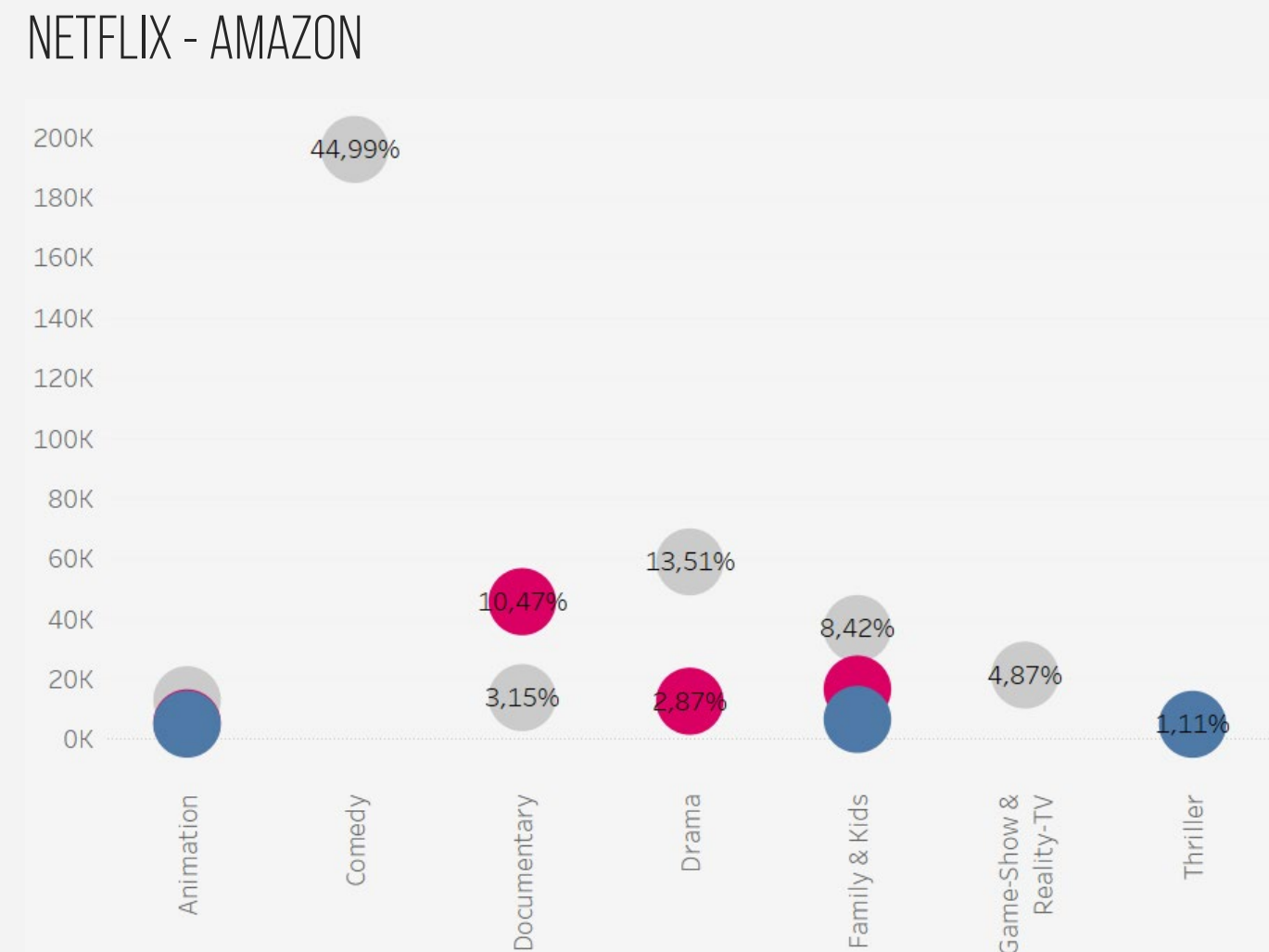**PRODUCTION COUNTRIES:** Usa & Canada | Europe | UK | Asia

UK 100 SHOWS | EUROPEAN FOCUS

LOCAL AND EUROPEAN SHOWS IN THE TOP 100
NETFLIX - AMAZON

	SHOWS		PLATFORM		POSITION		GENRE	
1	Jeremy Clarkson: I Bought the Farm	2	Amazon	UK	1		Documentary	22.815
		1	Amazon	UK	3		Documentary	2.796
2	Lockwood & Co	1	Netflix	UK	3		Drama	12.492
3	Red Rose	1	Netflix	UK	9		Family & Kids	8.366
4	My Lover, My Killer	2	Netflix	UK	10		Documentary	8.077
5	Grizzy and the Lemmings	1	Netflix	FR	22		Family & Kids	6.472
6	Mr. Bean: The Animated Series	3	Netflix	UK	38		Family & Kids	5.276
		1	Amazon	UK	43		Family & Kids	828
7	Formula 1: Drive to Survive	5	Netflix	UK	31		Documentary	5.546
8	Peppa Pig	1	Netflix	UK	37		Animation	5.309
9	Sonic Boom	1	Netflix	FR	43		Animation	4.884
10	La chica de nieve	1	Netflix	ES	44		Thriller	4.831
11	Below Deck Sailing Yacht	1	Netflix	UK	48		Documentary	4.555

SHOWING 11/14 - See complete chart here

CONTRIBUTION OF LOCAL & EUROPEAN SHOWS TO TOTAL STREAMS
NETFLIX - AMAZON

Animation 44,99%
Comedy
Documentary 10,47% / 3,15%
Drama 13,51% / 2,87%
Family & Kids 8,42%
Game-Show & Reality-TV 4,87%
Thriller 1,11%

NUMBER OF TITLES BY GENRES
NETFLIX - AMAZON

GENRE	EU	UK
Animation	1	1
Documentary		5
Drama		1
Family & Kids	1	4
Thriller	1	

CONTRIBUTION TO DRAMA STREAMS

17,5%
82,5%
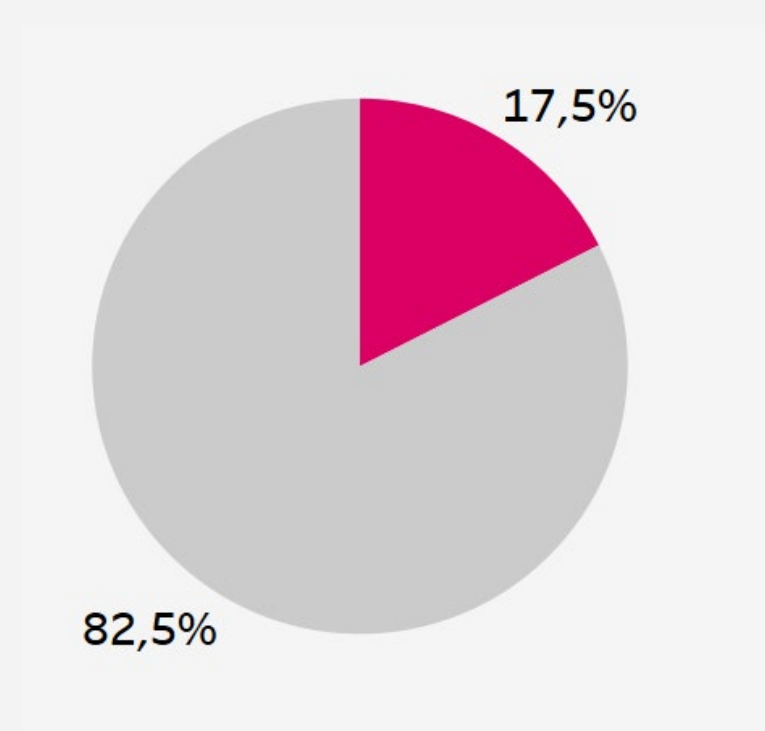
PRODUCTION COUNTRIES: ■ Europe ■ UK ■ Others

TOP #4 SERIES ARE LOCAL PRODUCTIONS

In second place with 12.4 million views is the series "Lockwood & Co", which premiered on January 27 on Netflix. It is a suspense series based on the book series of the same name written by Jonathan Stroud. In the best Netflix style, the series follows the adventures of three teenage detectives who want to confront the ghosts that are attacking the town where they live.

Another Young Adult series sits in third place: "Red Rose" with 8.3 million views. First aired by the BBC in August 2022, it landed on Netflix on February 15. "Red Rose" follows a group of friends who must survive one summer after downloading an app that makes dangerous demands with lethal consequences. The reviews of the series are very good; this is what The Guardian had to say: "My guess is that 'Red Rose' may not just be a metaphor for the malware that is late capitalism, but also an unwitting commentary on the diabolical forces behind the Tory leadership race."
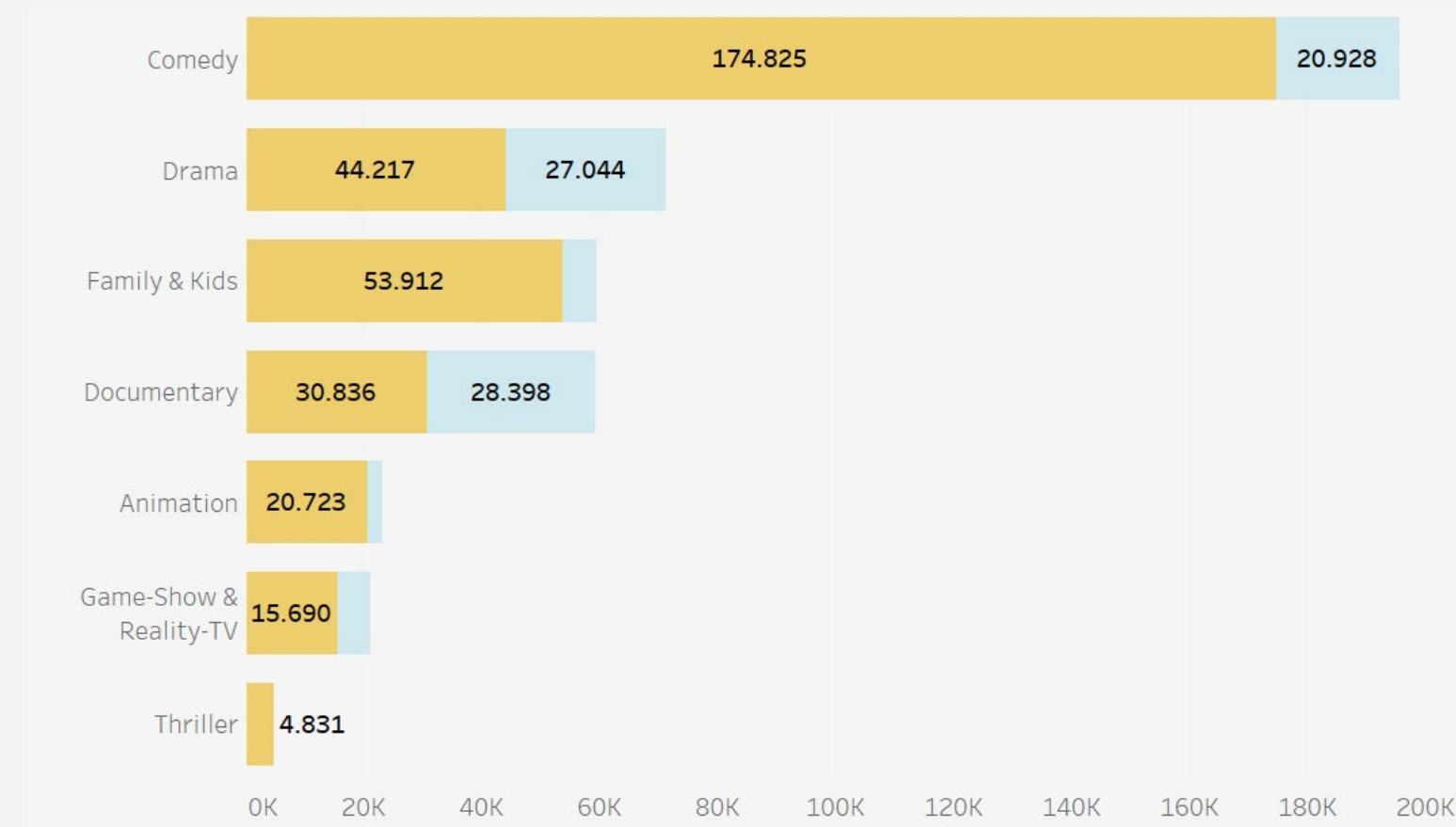
In fourth place is "My lover, my Killer" with 8M on Netflix. The next positions are occupied by Family series that have been holding on to the ranking for some months now, such as "Grizzy and the Lemmings" with 6.4M, "Mr Bean: The Animated Series" with 5.2M on Netflix and 828K on Amazon.
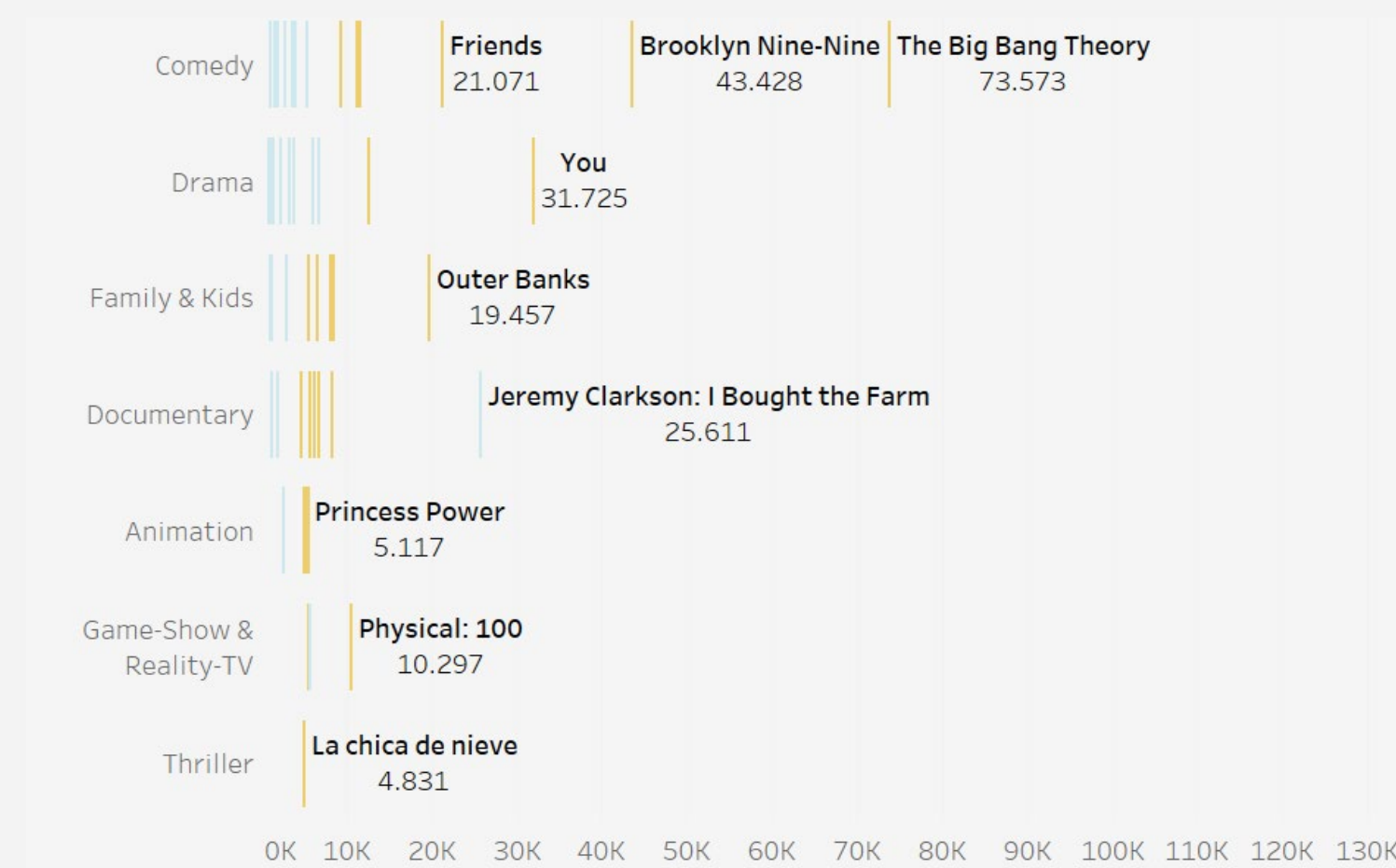
UK 100 SHOWS | SVOD PLATFORMS

MOST WATCHED GENRES
SHARE BY PLATFORM

Comedy 40,18%	Drama 10,16%	Documentary 6,53%
		Drama 6,22%
	Documentary 7,09%	Comedy 4,81%
Family & Kids 12,39%	Game-Show & Reality-TV 3,61%	Family & Kids

TOTAL STREAMS BY GENRES
PLATFORM COMPARATIVE

Genre	Netflix	Amazon
Comedy	174.825	20.928
Drama	44.217	27.044
Family & Kids	53.912	
Documentary	30.836	28.398
Animation	20.723	
Game-Show & Reality-TV	15.690	
Thriller	4.831	

0K   20K   40K   60K   80K   100K   120K   140K   160K   180K   200K

TOP SHOWS STREAMS BY GENRES

Genre	Top Shows
Comedy	Friends 21.071 Brooklyn Nine-Nine 43.428 The Big Bang Theory 73.573
Drama	You 31.725
Family & Kids	Outer Banks 19.457
Documentary	Jeremy Clarkson: I Bought the Farm 25.611
Animation	Princess Power 5.117
Game-Show & Reality-TV	Physical: 100 10.297
Thriller	La chica de nieve 4.831

0K 10K 20K 30K 40K 50K 60K 70K 80K 90K 100K 110K 120K 130K

OTT: ▢ Amazon   ▢ Netflix

COMEDY TRIUMPHS ON NETFLIX, A DOCUMENTARY ON AMAZON

On Netflix, Comedy is the most watched genre with 40.18% (174.8M), Family & Kids is the second most watched with 12.39% (53.9M) and Drama ranks third with 10.16% (44.2M).

Jeremy Clarkson exceptionally crowns Documentary as the leading genre in Amazon with 6.53% and a massive 30.8M streams. Drama is in second place with 6.22% (27M) and Comedy in third place with 4.81% (20.9M).

KOREAN REALITY SHOW ATTRACTS AUDIENCES

The Game-Show & Reality-TV category does not represent a large percentage of the chart on Netflix, only 3.61% but it has one title that stands out with 10.2M views. It is "Physical: 100", a Korean Netflix show in which participants undergo extreme fitness and exercise tests. The show premiered its first episode on January 24. Two episodes are released per week out of a total of nine, so by the end of February all episodes will be available and most likely, the numbers will grow. The instalments release pattern, more and more common on Netflix since "Wednesday", seems to be valorising the content and working in this case since "Physical: 100" also performed well in Spain and France.

HOT CONTENT IN UK

PAMELA: A SELF-LOVE STORY

JULIANA SCHWINDT
AUDIOVISUAL STRATEGIST

Pamela: A Love Story" was the most watched title among European titles, with 2.6M views. The documentary about Pamela Anderson's story, directed by Ryan White and co-produced between the USA and UK, was released on January 31 on Netflix.

Pamela Anderson is widely known for her Playboy covers, mainly in the 90s, and her participation in the series "Baywatch". In this series, Pamela Anderson starred as C.J. Parker, a lifeguard patrolling the beaches of Los Angeles.

Pamela became the typical "sex symbol" of the 90s. Her decisions were questioned, and her intimate life was exposed without her consent. After years of being objectified, she says, "I try to find ways to be seen amongst the nonsense". In "Pamela: A Love Story", Pamela narrates her story in the first person, making her the protagonist and author of her own life. While much of the footage shown in the documentary has been seen before during the 1990s, what makes this documentary different is the first-person narration.

We've seen content about famous women revealing new facets do very well on platforms. Some of them are "Lady Tamara", "The Mystery of Marilyn Monroe: The Unheard Tapes", and "Britney vs. Spears".

So why wouldn't this documentary work? The documentary begins with fragments of what journalists have said about the actress and how a character was constructed around her. Some of the comments are "Pamela Anderson is this generation's sexual goddess" or "The most famous blonde in the world". But does her personality boil down to this? The materiality of the documentary focuses on the archive. The aesthetics of VHS, Super 8, and digital combine in a collage that reconstructs the life of the protagonist. Pamela's intimate diaries, newspaper clippings, Playboy covers, and family photographs are added to this. The material alternates between the intimate, the family's private life, and images that contextualize the times narrated in the documentary.

The film begins with Pamela's childhood and concludes with the premiere of the musical "Chicago on Broadway" in 2022, where Pamela plays Roxie Hart. This film is also a story of the times and how dramatically our gaze on women has changed. Weren't the 90s very critical moments in relation to the construction of women in show business? Pamela says, "It's good to say it in my own words," and vindicates her place in the industry and her struggles in relation to her professional career and personal life.
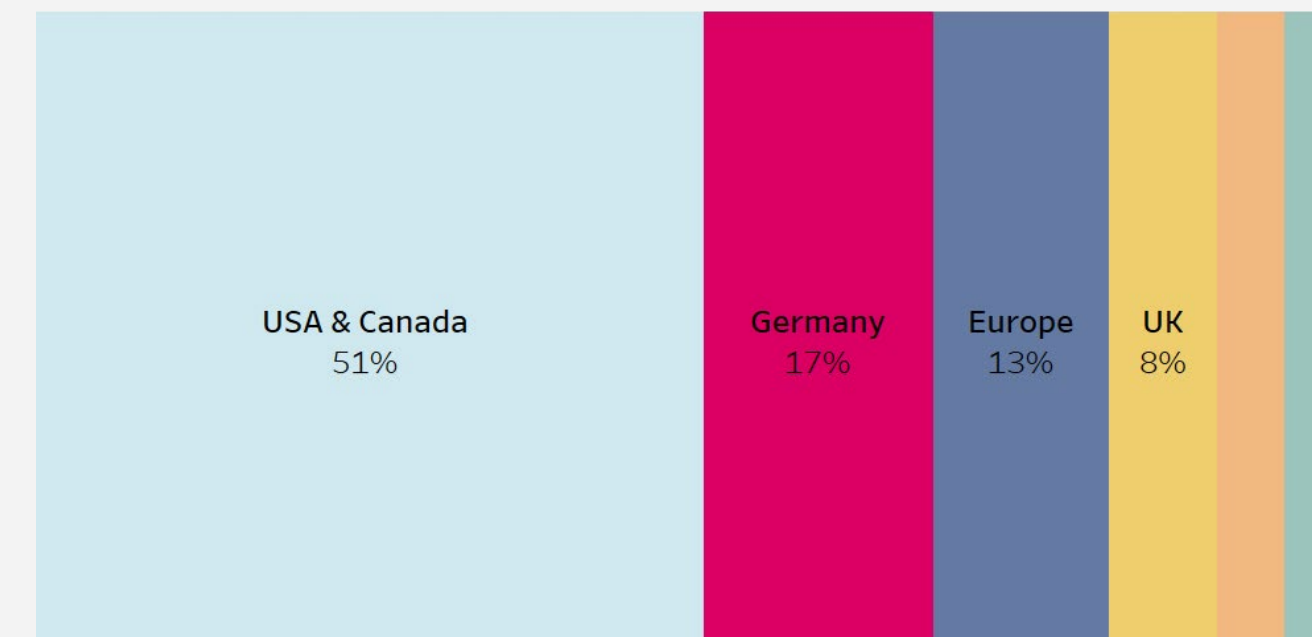
A NETFLIX DOCUMENTARY

PAMELA
a love story

SHE DEFINED
A DECADE.
NOW SHE WILL
DEFINE HERSELF.
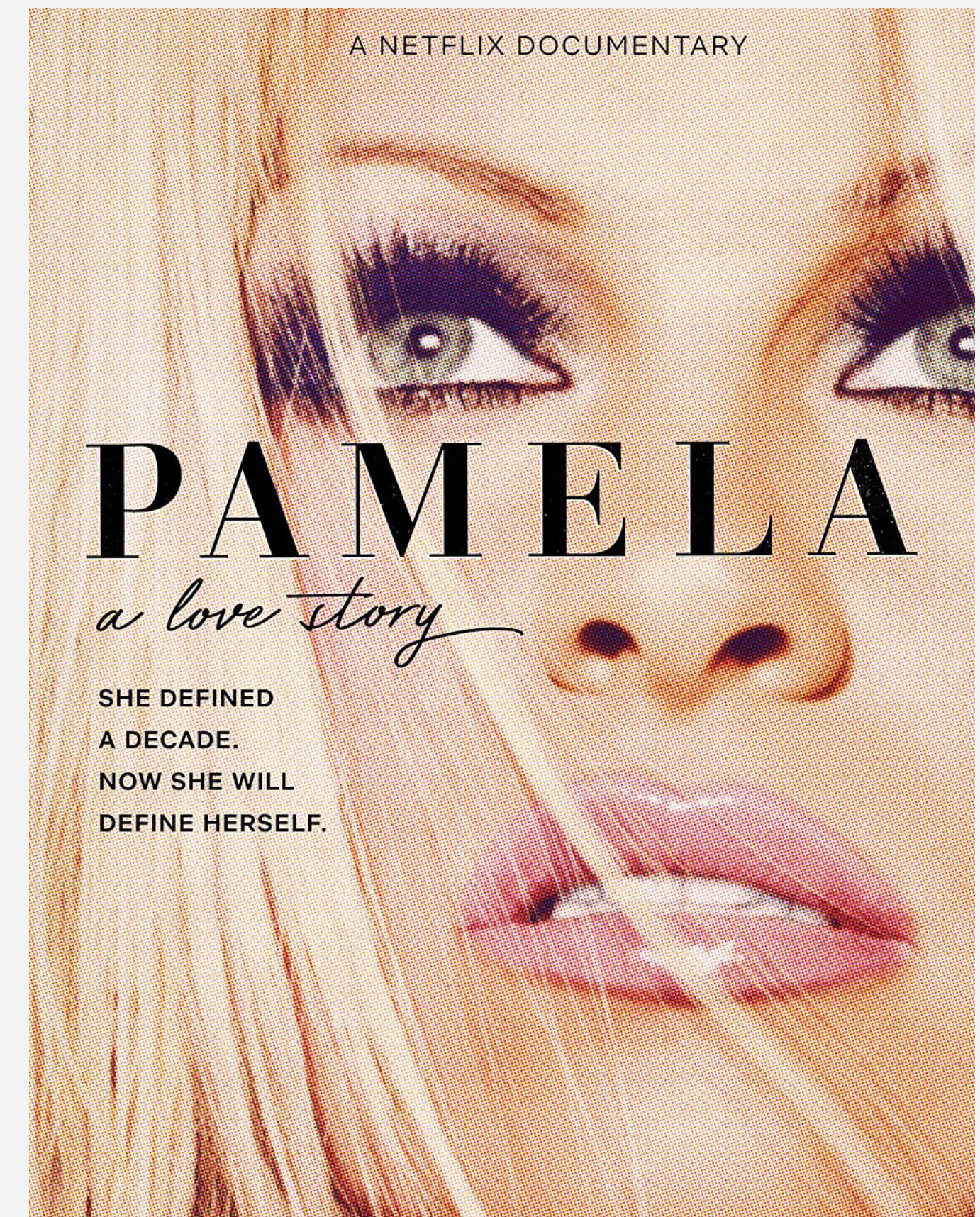
GERMANY 100 MOVIES | OVERVIEW

TOTAL STREAMS BY MOVIE
NETFLIX - AMAZON

	MOVIES	PLATFORM	GENRE	
1	Your Place or Mine	Netflix	Comedy	3.580
2	Vikingulven	Netflix	Horror & Fantasy	2.373
3	You People	Netflix	Comedy	2.359
4	Max Steel	Netflix	Family & Kids	1.717
5	Infiesto	Netflix	Drama	1.711
6	All Quiet on the Western F..	Netflix	Drama	1.665
7	Bushwick	Netflix	Drama	1.570
8	We Have a Ghost	Netflix	Family & Kids	1.433
9	The Strays	Netflix	Drama	1.392
10	True Spirit	Netflix	Family & Kids	1.178
11	Knives Out 2	Netflix	Comedy	952
12	Barbie of Swan Lake	Netflix	Family & Kids	860
13	Wonder Woman 1984	Netflix	Action	840
14	Stellungswechsel	Netflix	Comedy	815
15	Squared Love All Over Aga..	Netflix	Comedy	743
16	Beneath	Netflix	Drama	739
17	Pamela: A Love Story	Netflix	Documentary	685
18	Jurassic World	Amazon	Drama	255
		Netflix	Drama	377
19	Jolt	Netflix	Comedy	570
20	Kurt	Amazon	Drama	555
21	Tenet	Netflix	Drama	546
22	Devotion	Netflix	Drama	529
23	Reminiscence: Die Erinner..	Amazon	Sci-Fi	522
24	Heil	Netflix	Comedy	512
25	The Smurfs 2	Netflix	Family & Kids	498
26	The Pale Blue Eye	Netflix	Drama	495
27	Warcraft	Netflix	Sci-Fi	413
28	Center of My World	Netflix	Drama	409
29	The Boss Baby	Netflix	Family & Kids	401
30	Kampen om Narvik - Hitler..	Netflix	Drama	392
31	Jurassic Park	Amazon	Family & Kids	137
		Netflix	Family & Kids	235
32	F9	Amazon	Family & Kids	367
33	Grown Ups	Netflix	Comedy	361
34	The Hairdresser	Netflix	Comedy	351

SHOWING 34/98 - See complete chart here

CATALOG SHARE BY COUNTRY
NETFLIX - AMAZON

USA & Canada 51% | Germany 17% | Europe 13% | UK 8%

GENRES TOTAL STREAMS BY COUNTRIES
NETFLIX - AMAZON

Genre				
Drama	2.864	2.092	1.063	7.763
Comedy	743	2.328		10.189
Family & Kids	1.327	1.909	1.201	5.546
Horror & Fantasy		3.021		
Action		975		
Documentary	685			
Sci-Fi				
Thriller				
Animation	378			

0K 1K 2K 3K 4K 5K 6K 7K 8K 9K 10K 11K 12K 13K

streams (.000)
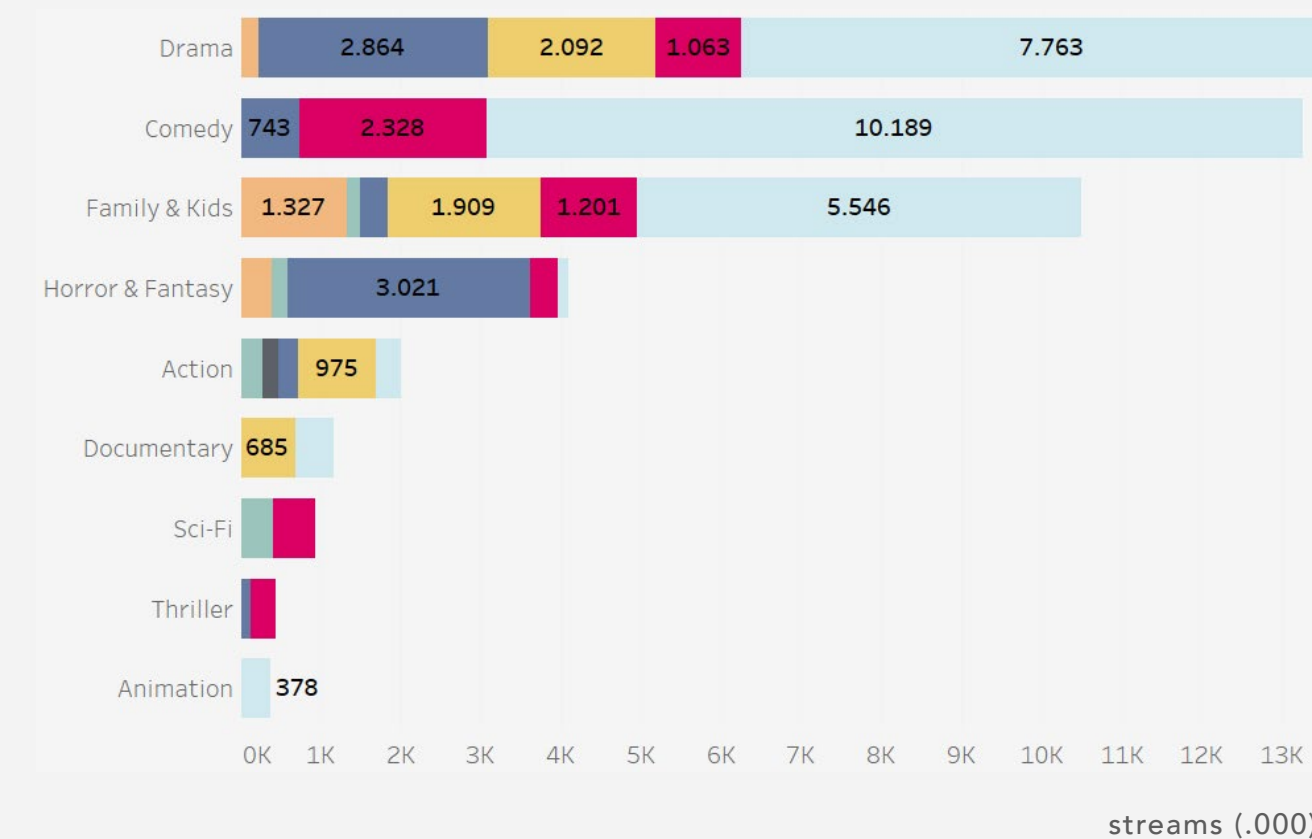
DRAMA SMASHED THE CHARTS

Drama took 30% of total streams, collecting 14M views and being the most popular genre this month in the charts. January was the month where Drama got its highest share since we've data. Not to be dramatic - but this is exciting! Believe it or not, Drama doesn't usually take up lots of streams here in Germany. It is Action, by far, the genre most played in the movie market. "Infiesto" (1.7M), "All Quiet on the Western Front" (1.6M), "Bushwick" (1.5M) or "The Strays" (1.39M) are the movies that are contributing to this milestone.
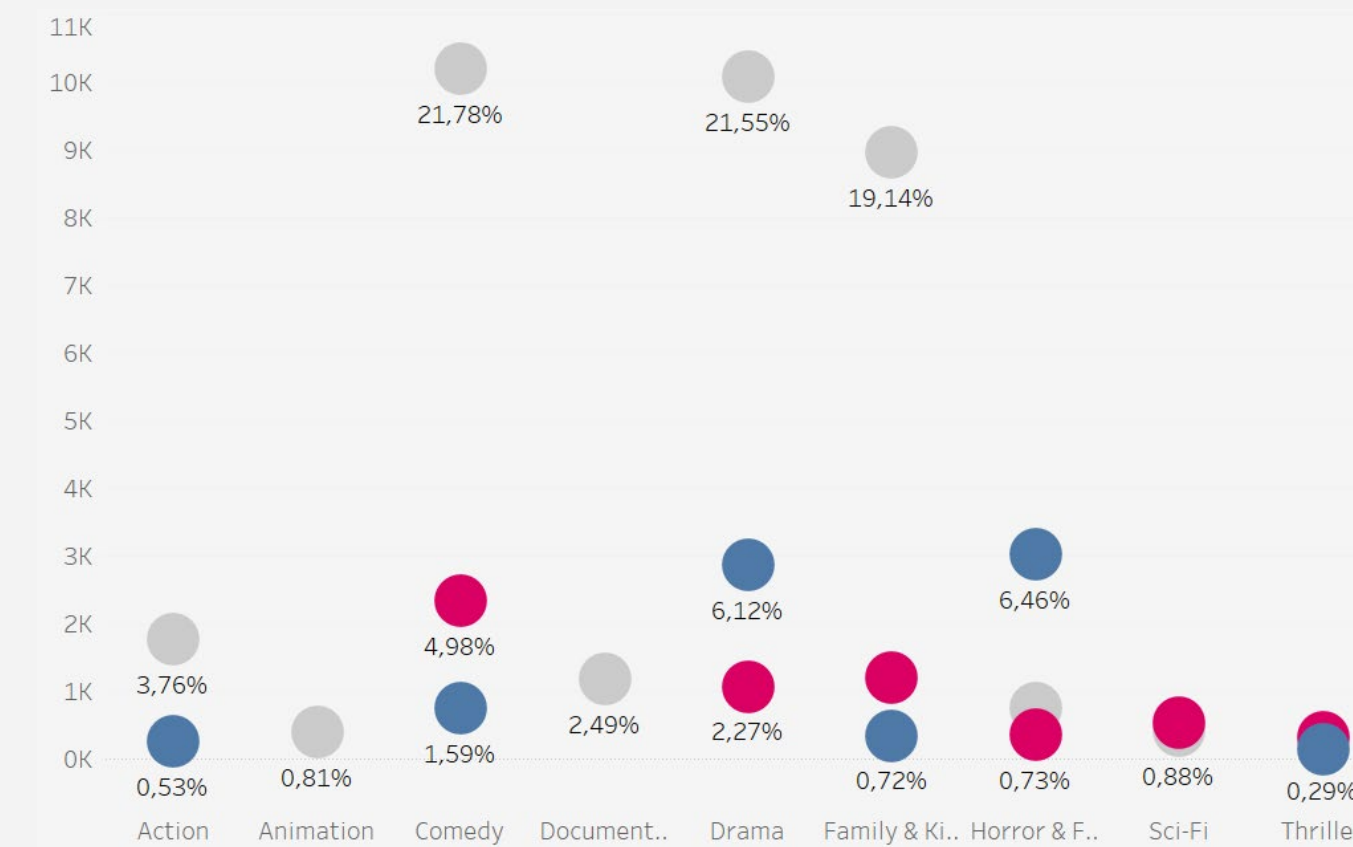
GERMAN AND EUROPEAN TAKE UP SPACE TO SHINE

Last month, North American productions got 2/3 of total streams, reaching the monopoly levels due to Christmas season. Now, this month, in relative terms, North America shares goes back to its normal performance. However, we didn't see reaching such low level of streams (25M) since June 2022. Local and European movies take advantage of the situation and improve their share, collecting 12 and 9 points of share respectively

PRODUCTION COUNTRIES: Usa & Canada | Europe | Germany | Asia | UK | Latam | Other

GERMANY 100 MOVIES | EUROPEAN FOCUS

LOCAL AND EUROPEAN MOVIES IN THE TOP 100
NETFLIX - AMAZON

	MOVIES	PLATFORM		POSITION	GENRE	
1	Vikingulven	Netflix	NO	2	Horror & Fantasy	2.373
2	Infiesto	Netflix	ES	5	Drama	1.711
3	Stellungswechsel	Netflix	DE	14	Comedy	815
4	Squared Love All Over Aga..	Netflix	PO	15	Comedy	743
5	Kurt	Amazon	DE	1	Drama	555
6	Reminiscence: Die Erinner..	Amazon	DE	2	Sci-Fi	522
7	Heil	Netflix	DE	21	Comedy	512
8	Center of My World	Netflix	AT	25	Drama	409
9	Kampen om Narvik - Hitler..	Netflix	NO	27	Drama	392
10	The Hairdresser	Netflix	DE	30	Comedy	351
11	Dämon: Trau keiner Seele	Amazon	DE	5	Horror & Fantasy	342
12	Moloch	Amazon	NL	6	Horror & Fantasy	331
13	Project 'Gemini'	Amazon	RU	9	Horror & Fantasy	317
14	Last Girl Survives - Dein T..	Amazon	DE	10	Thriller	307
15	School of Magical Animals	Amazon	DE	12	Family & Kids	273
16	Shiverstone Castle	Netflix	DE	37	Family & Kids	264
17	Suck Me Shakespeer	Netflix	DE	38	Family & Kids	263
18	Der Fall 9/11 – Was ist ein ..	Amazon	DE	14	Drama	262
19	Sams im Glück	Netflix	DE	40	Family & Kids	249
20	The Takeover	Netflix	NL	43	Action	247
21	Hereafter: Das Leben dan..	Amazon	DE	17	Drama	246
22	Suck Me Shakespeer 3	Netflix	DE	45	Comedy	236
23	Get Lucky	Netflix	DE	46	Comedy	236
24	The Passenger	Amazon	IT	24	Drama	193
25	Asterix: The Secret of the ..	Amazon	FR	27	Family & Kids	184
26	Der letzte Bulle	Amazon	DE	28	Comedy	178
27	Assassins	Amazon	FR	32	Drama	158
28	The Grinch	Amazon	FR	36	Family & Kids	154
29	Der kleine Rabe Socke - Su..	Amazon	DE	38	Family & Kids	152
30	The Treatment	Amazon	BE	47	Thriller	133

CONTRIBUTION OF LOCAL & EUROPEAN MOVIES TO TOTAL STREAMS
NETFLIX - AMAZON

Action 3,76% / 0,53%
Animation 0,81%
Comedy 4,98% / 1,59%
Document.. 2,49%
Drama 6,12% / 2,27%
Family & Ki.. 0,72%
Horror & F.. 21,55% / 6,46% / 0,73%
Sci-Fi 0,88%
Thriller 0,29%
21,78% / 19,14%

NUMBER OF TITLES BY GENRES
NETFLIX - AMAZON

GENRE	EU	GERMANY
Action	1	
Comedy	1	6
Drama	5	3
Family & Kids	2	5
Horror & Fanta..	3	1
Sci-Fi		1
Thriller	1	1

CONTRIBUTION TO DRAMA STREAMS

20,4%
7,6%
72,0%
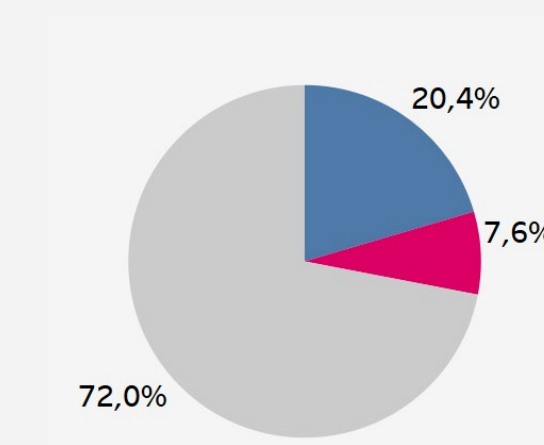
HORROR AND POLICE MURDERS DOMINATE THE RANKING

The top two films in the European ranking revolve around violence and the murder of young women. "Vikingulven" directed by Stig Svendsen is a Norwegian film that premiered at the Ramaskrik Film Festival in October 2022 before releasing in theatres in Norway in November 2022. It landed on the Netflix Platform on February 3 to become the most-watched European film with 2.3M views. Position number #2 goes to "Infiesto", a Spanish film released directly on Netflix also on February 3 with 1.7M views.
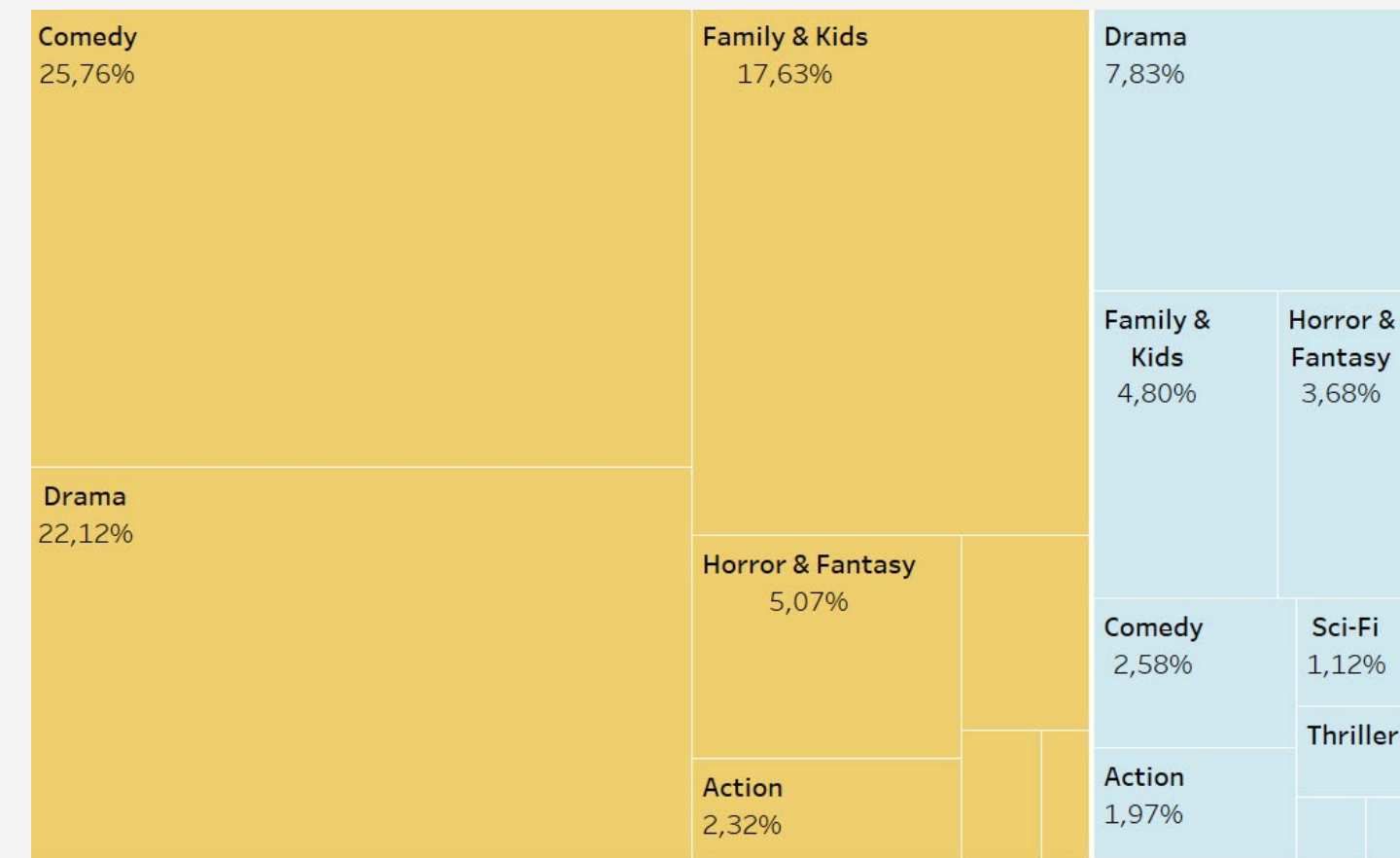
LOCAL MOVIES MOVES TO THE TOP

There has been a couple of rought months, but the drought is over. German movies have an excellent performance, one quite similar to October 2022, when "All Quiet on the Western Front" premiered. The titles involved in this rise are "Stellungswechsel" (815K), "Heil" (512K), "The Hairdresser" (351K) among others.
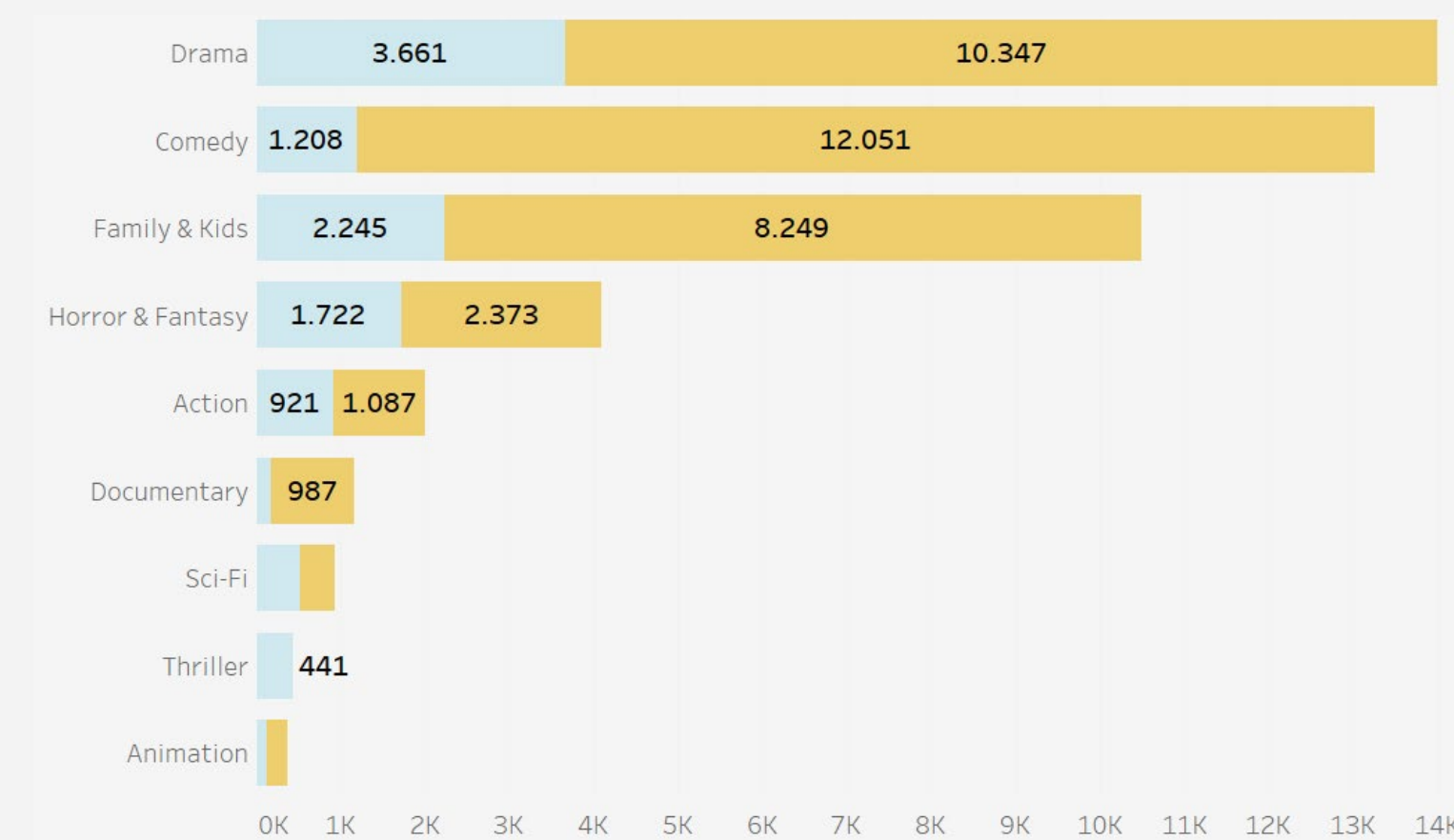
PRODUCTION COUNTRIES: ■ Europe ■ Germany ■ Others
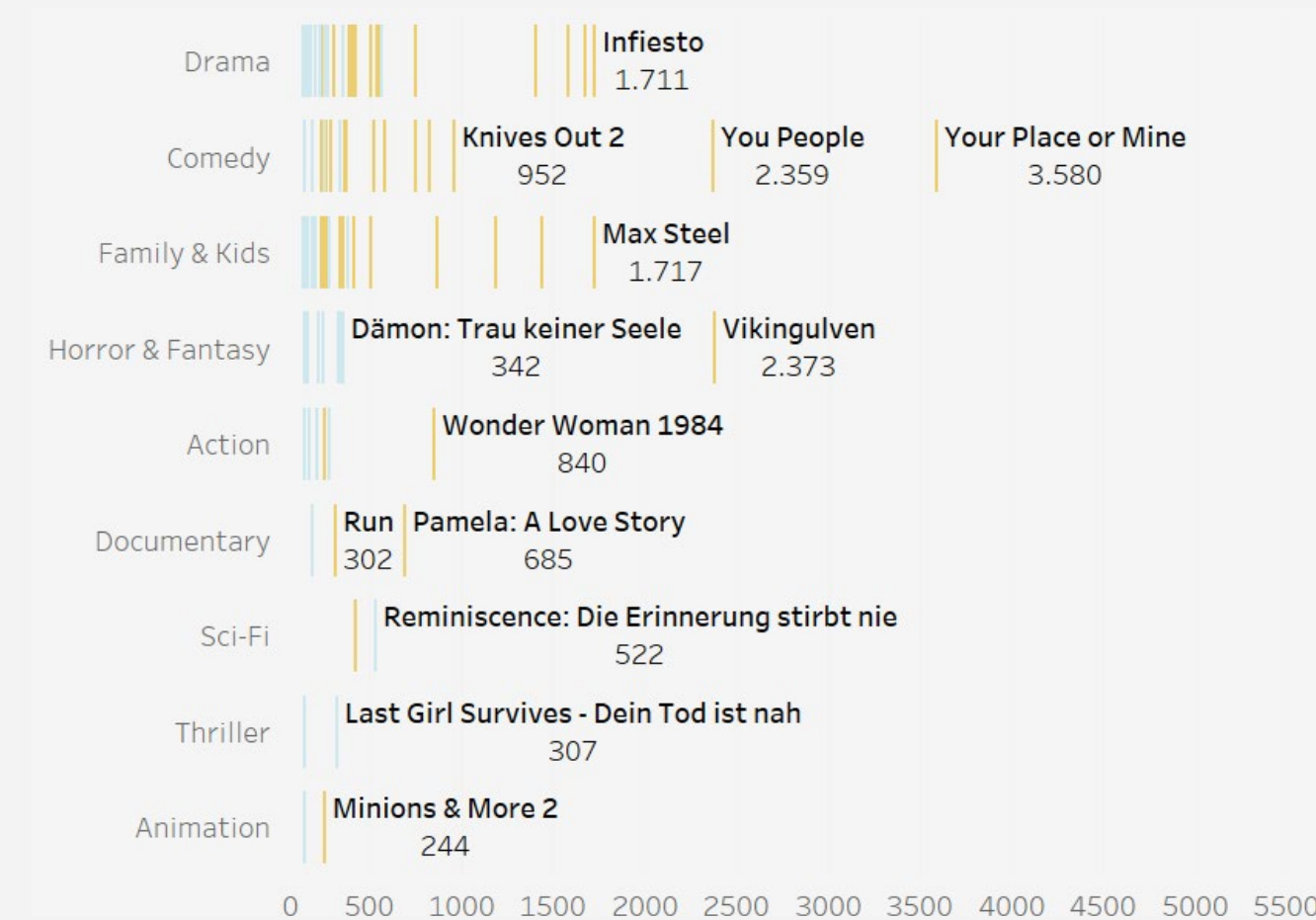
GERMANY 100 MOVIES | SVOD PLATFORMS

MOST WATCHED GENRES
SHARE BY PLATFORM

Comedy 25,76%	**Family & Kids** 17,63%	**Drama** 7,83%
Drama 22,12%	**Horror & Fantasy** 5,07%	**Family & Kids** 4,80% / **Horror & Fantasy** 3,68%
	Action 2,32%	**Comedy** 2,58% / **Sci-Fi** 1,12% / **Thriller** / **Action** 1,97%

TOTAL STREAMS BY GENRES
PLATFORM COMPARATIVE

Genre	Amazon	Netflix
Drama	3.661	10.347
Comedy	1.208	12.051
Family & Kids	2.245	8.249
Horror & Fantasy	1.722	2.373
Action	921	1.087
Documentary	987	
Sci-Fi		
Thriller	441	
Animation		

TOP MOVIES STREAMS BY GENRES

Genre	Movie	Streams
Drama	Infiesto	1.711
Comedy	Knives Out 2 / You People / Your Place or Mine	952 / 2.359 / 3.580
Family & Kids	Max Steel	1.717
Horror & Fantasy	Dämon: Trau keiner Seele / Vikingulven	342 / 2.373
Action	Wonder Woman 1984	840
Documentary	Run / Pamela: A Love Story	302 / 685
Sci-Fi	Reminiscence: Die Erinnerung stirbt nie	522
Thriller	Last Girl Survives - Dein Tod ist nah	307
Animation	Minions & More 2	244

OTT: Amazon / Netflix

AFTER THE STORM, THE SUN COMES OUT

After three months of not even reaching 7 points of share, Amazon Prime gets almost 1/4 of total streams, collecting 1.7M streams. November, December and January have been by far the worst months we've ever recorded of Amazon's performance. Germany being the second market Amazon.

For Netflix, Comedy was the most popular genre, thanks mainly to "Your Place or Mine" and "You People". "Your Place or Mine" is written, directed, and produced by Aline Brosh McKenna. It is also produced by lead actress Reese Witherspoon. She founded the production company "Hello Sunshine" in 2016 with the aim of telling stories starring women, from which productions such as "Little Big Lies" and "Little Fires Everywhere" were born.
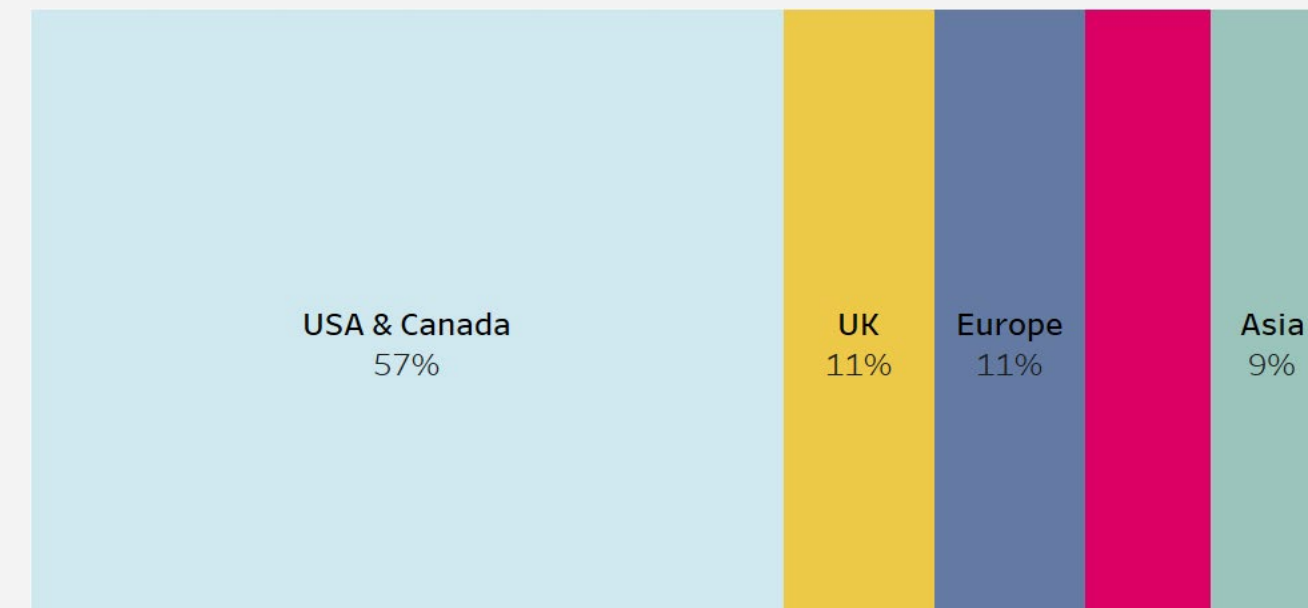
GERMANY 100 SHOWS | OVERVIEW
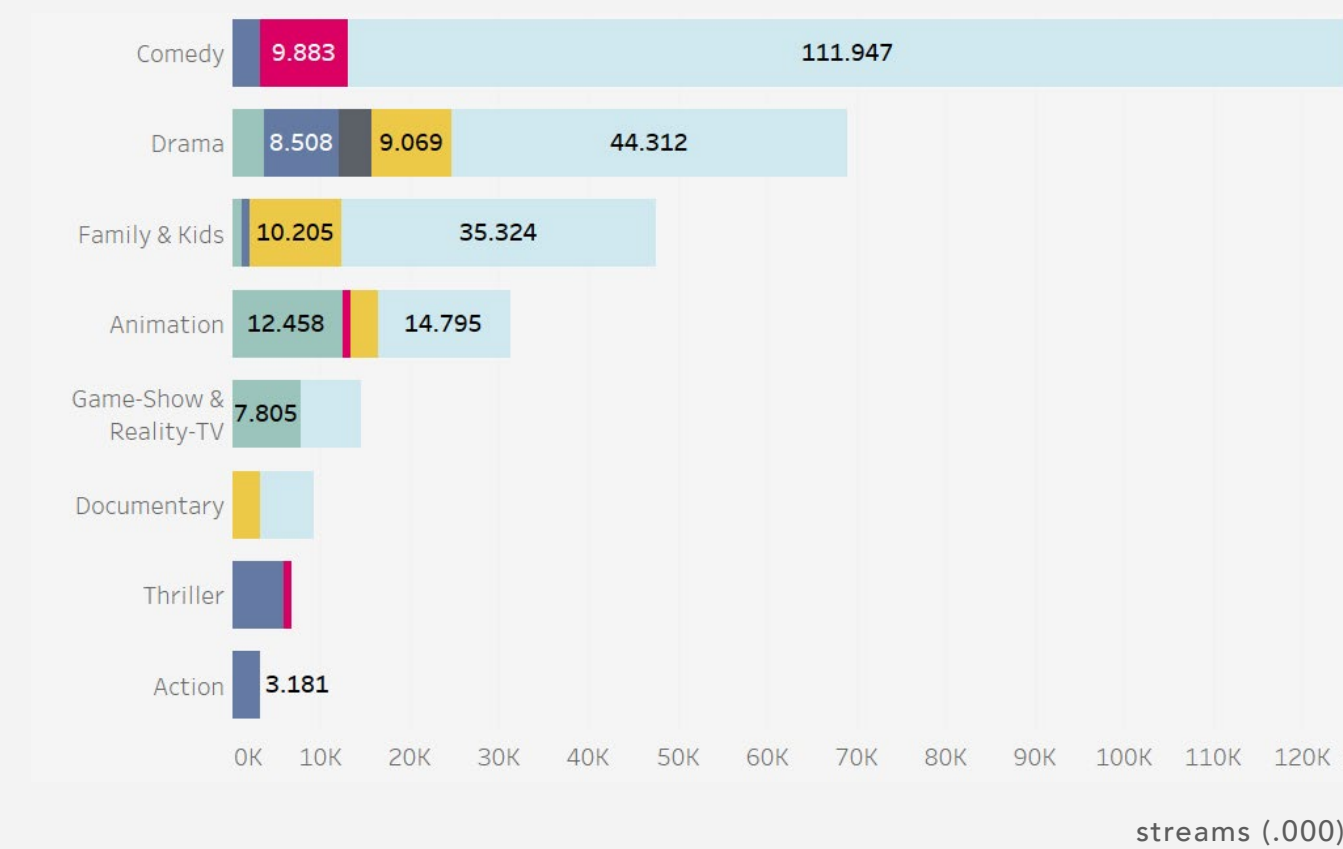
TOTAL STREAMS BY SHOW
NETFLIX - AMAZON

	SHOWS	PLATFORM	GENRE	
1	The Big Bang Theory	Netflix	Comedy	51.146
		Amazon	Comedy	1.982
2	You	Netflix	Drama	21.517
3	Outer Banks	Netflix	Family & Kids	15.780
4	Two and a Half Men	Amazon	Comedy	13.361
5	Brooklyn Nine-Nine	Netflix	Comedy	11.507
6	PAW Patrol	Netflix	Animation	9.262
7	2 Broke Girls	Amazon	Comedy	9.219
8	Lockwood & Co	Netflix	Drama	9.069
9	Red Rose	Netflix	Family & Kids	8.619
10	Ginny & Georgia	Netflix	Family & Kids	8.035
11	Physical: 100	Netflix	Game-Show & Reality-TV	7.805
12	The Good Doctor	Netflix	Drama	7.190
13	Boruto: Naruto Next Gene..	Netflix	Animation	6.570
14	Wednesday	Netflix	Family & Kids	6.419
15	The King of Queens	Amazon	Comedy	5.933
16	Naruto: Shippûden	Netflix	Animation	5.887
17	La chica de nieve	Netflix	Thriller	5.885
18	The Office	Netflix	Comedy	5.596
19	Lidia Poët	Netflix	Drama	4.933
20	Carnival Row	Amazon	Drama	4.695
21	The Consultant	Amazon	Comedy	4.338
22	Young Sheldon	Amazon	Comedy	4.172
23	HILLarious	Amazon	Comedy	3.657
24	Vikings: Valhalla	Netflix	Drama	3.603
25	Fauda	Netflix	Drama	3.600
26	Les Combattantes	Netflix	Drama	3.575
27	Triada	Netflix	Drama	3.536
28	Perfect Match	Netflix	Game-Show & Reality-TV	3.510
29	Turkish for Beginners	Netflix	Comedy	3.467
30	The Walking Dead	Netflix	Documentary	3.465
31	Love Is Blind	Netflix	Game-Show & Reality-TV	3.266
32	Braqueurs	Netflix	Action	3.181

SHOWING 32/100 - See complete chart here

CATALOG SHARE BY COUNTRY
NETFLIX - AMAZON

USA & Canada 57% | UK 11% | Europe 11% | Asia 9%

GENRES TOTAL STREAMS BY COUNTRIES
NETFLIX - AMAZON

Comedy	9.883	111.947
Drama	8.508 / 9.069	44.312
Family & Kids	10.205	35.324
Animation	12.458	14.795
Game-Show & Reality-TV	7.805	
Documentary		
Thriller		
Action	3.181	

0K 10K 20K 30K 40K 50K 60K 70K 80K 90K 100K 110K 120K

streams (.000)

COMEDY: THE SAFE BET

Tendencies come and go, but there is one thing that never fails in the German show market: Comedy is the genre. Since we've data, there has been only one month where Comedy hasn't been the queen, July 2022. This month isn't no exception. In February, 40% of total streams. Most of them come from USA and Canada, though. "The Big Bang Theory" with 51.1M views on Netflix, and 1.9 views on Amazon is a great part of this share.

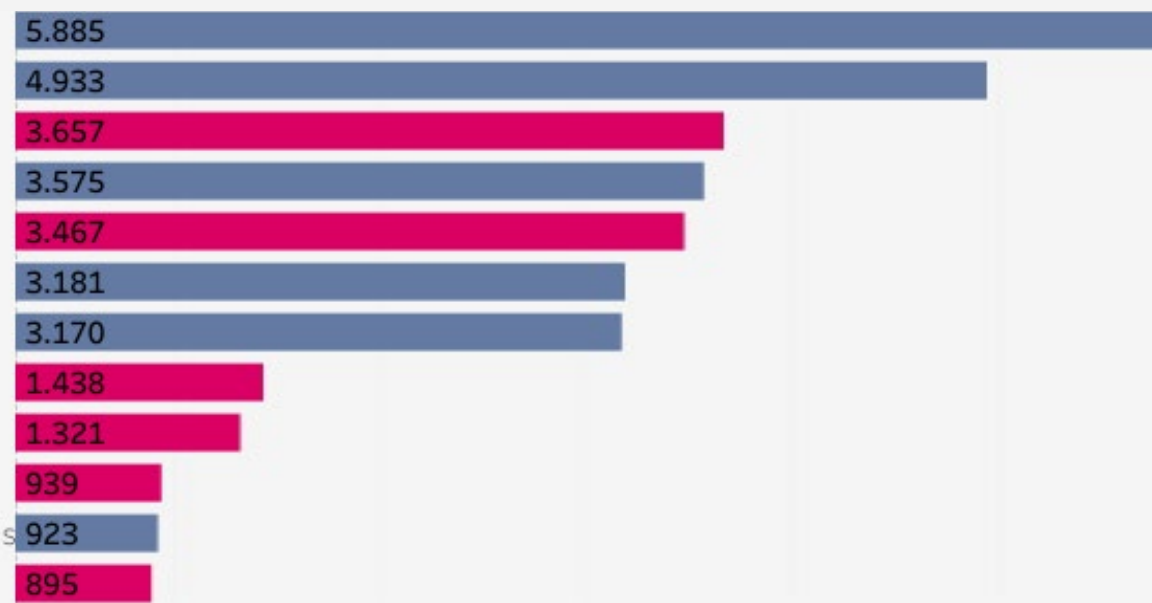## "YOU", A TWISTED DRAMA CONTINUES TO FIND ITS AUDIENCE AND NETFLIX KNOWS IT

"You" premiered its first half of the fourth season on Netflix on February 9, while the second will be released on March 9. This series has accumulated 21.5 views by now. Will this divided strategy favour its performance? Will it remain in this position on the chart next month? Without changing the plot too much, this series seems to be sustained over time. And although it was said that the fourth season would be the last, a fifth season has already been confirmed, so why stop doing something that works so well?

PRODUCTION COUNTRIES: Usa & Canada | Europe | Germany | Asia | UK | Latam

GERMANY 100 SHOWS | EUROPEAN FOCUS

LOCAL AND EUROPEAN SHOWS IN THE TOP 100
NETFLIX - AMAZON

	SHOWS		PLATFORM		POSITION	GENRE	
1	La chica de nieve	1	Netflix	ES	11	Thriller	5.885
2	Lidia Poët	1	Netflix	IT	19	Drama	4.933
3	HILLarious	1	Amazon	DE	2	Comedy	3.657
4	Les Combattantes	1	Netflix	FR	27	Drama	3.575
5	Turkish for Beginners	2	Netflix	DE	30	Comedy	3.467
6	Braqueurs	2	Netflix	FR	33	Action	3.181
7	Todas las veces que nos e..	1	Netflix	ES	35	Comedy	3.170
8	Die Discounter	2	Amazon	DE	23	Comedy	1.438
		1	Amazon	DE	26	Comedy	1.321
9	Bobo Siebenschläfer	1	Amazon	DE	45	Animation	939
10	Lego City Adventures	2	Amazon	FR	47	Family & Kids	923
11	Gefesselt	1	Amazon	DE	49	Thriller	895

CONTRIBUTION OF LOCAL & EUROPEAN SHOWS TO TOTAL STREAMS
NETFLIX - AMAZON

Action 1,04% / 0,31% · Animation 9,88% · Comedy 36,51% · Documentary 3,00% · Drama 19,74% / 2,77% · Family & Kids 0,30% · Game-Show & Reality-TV 15,23% / 4,76% · Thriller

NUMBER OF TITLES BY GENRES
NETFLIX - AMAZON

GENRE	EU	DE
Action	1	
Animation		1
Comedy	1	3
Drama	2	
Family & Kids	1	
Thriller	1	1

CONTRIBUTION TO DRAMA STREAMS

12,3%

87,7%

"LA CHICA DE NIEVE", ANOTHER SUCCESSFUL SPANISH ADAPTATION CONQUERS GERMANY

At the top of the list, we find the thriller "La chica de nieve" (The Snow Girl), a Spanish series consisting of six one-hour episodes. With a great cast and starring Milena Smit (known for her role in Pedro Almodóvar's "Madres Paralelas"), the series premiered on January 27 as a Netflix Original and garnered 5.8 million views. The series is based on the book of the same name written by Javier Castillo. It tells the story of Miren (played by Milena Smit), a journalist who begins an investigation to find a missing girl named Amaya. Will there be a second season? Yes. Netflix confirmed that there will be a continuation of the journalist's story, but under a new name: "El Juego del Alma".

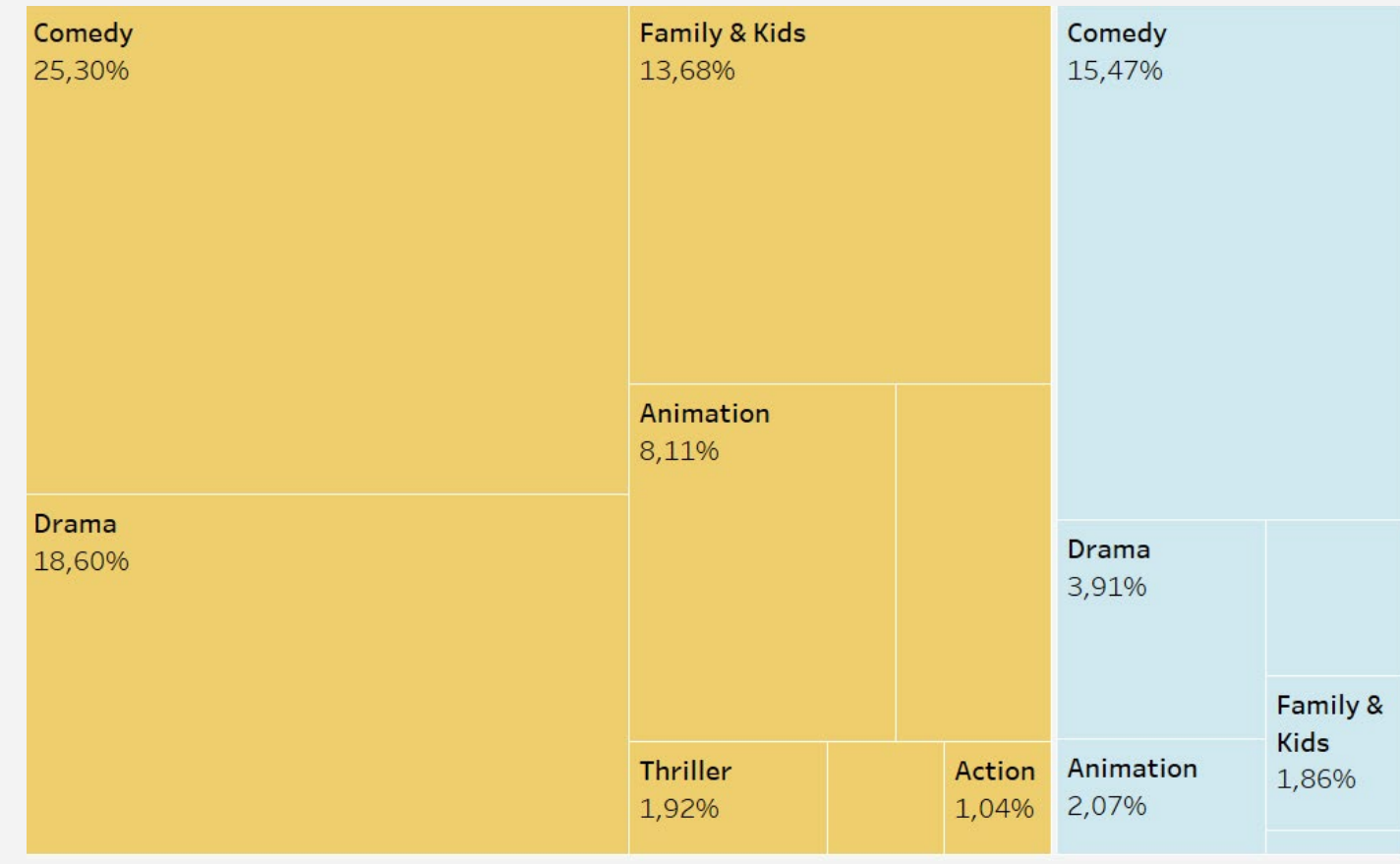## MARTINA HILL, A COMEDIAN AS A PROTAGONIST

The most-watched German series is "HILLarious" with 3.6M views. It stars Martina Hill, a comedian who is also on the fourth season of "LOL - Last One Laughing". "HILLarious" is a sketch comedy based on Hill's humour, which previously had its space on TV in her show "Martina Hill Show".

PRODUCTION COUNTRIES: ■ Europe ■ Germany ■ Others
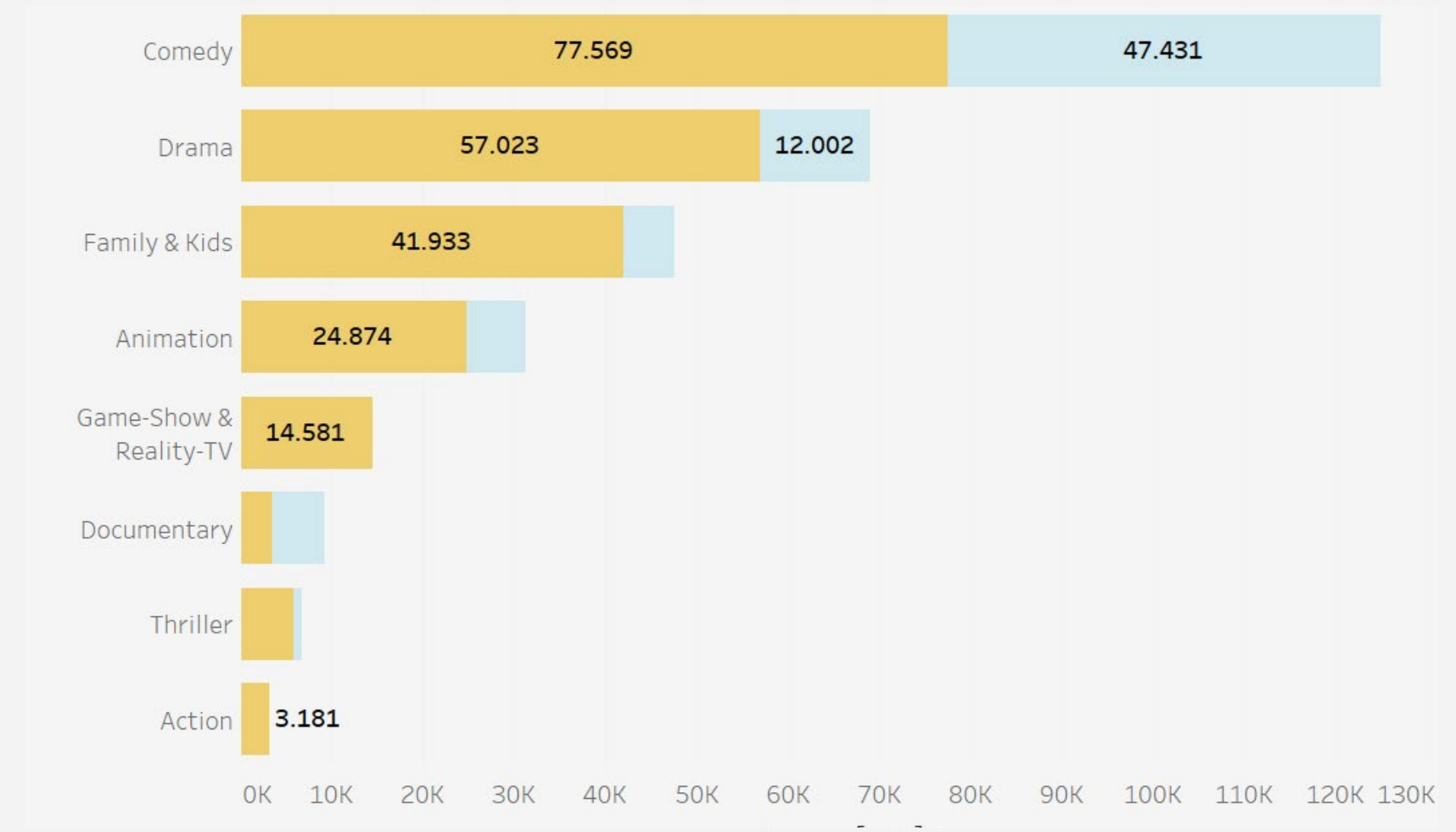
GERMANY 100 SHOWS | SVOD PLATFORMS
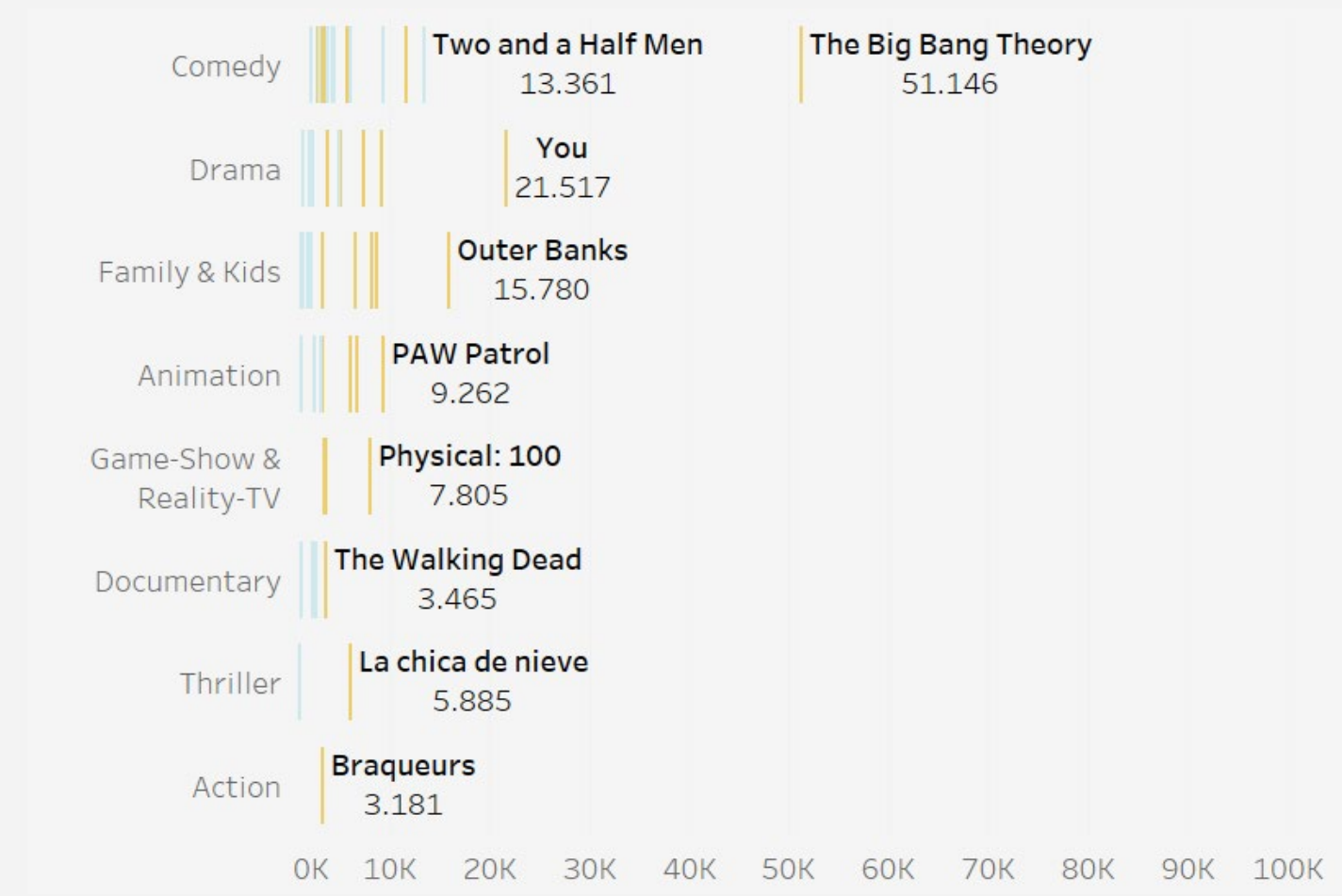
MOST WATCHED GENRES
SHARE BY PLATFORM

Comedy
25,30%

Family & Kids
13,68%

Comedy
15,47%

Drama
18,60%

Animation
8,11%

Drama
3,91%

Thriller
1,92%

Action
1,04%

Animation
2,07%

Family & Kids
1,86%

TOTAL STREAMS BY GENRES
PLATFORM COMPARATIVE

Genre	Netflix	Amazon
Comedy	77.569	47.431
Drama	57.023	12.002
Family & Kids	41.933	
Animation	24.874	
Game-Show & Reality-TV	14.581	
Documentary		
Thriller		
Action	3.181	

0K 10K 20K 30K 40K 50K 60K 70K 80K 90K 100K 110K 120K 130K

TOP SHOWS STREAMS BY GENRES

Genre	Show	Streams
Comedy	Two and a Half Men	13.361
Comedy	The Big Bang Theory	51.146
Drama	You	21.517
Family & Kids	Outer Banks	15.780
Animation	PAW Patrol	9.262
Game-Show & Reality-TV	Physical: 100	7.805
Documentary	The Walking Dead	3.465
Thriller	La chica de nieve	5.885
Action	Braqueurs	3.181

0K 10K 20K 30K 40K 50K 60K 70K 80K 90K 100K

OTT: ☐ Amazon ☐ Netflix

WHAT'S THERE FOR AMAZON IN FEBRUARY?

Prime Video get almost 29% of total streams this month, grabbing one of the best figures the platform has seen in the German market. Actually, the highest share is found back in February, just one year ago. What's in February that makes it so good for Amazon?

COMEDY TRIUMPHS ON BOTH PLATFORMS

Comedy on Netflix represents 25.30% of the total, and on Amazon 15.47%. These percentages represent 77.5M views on Netflix, and 47.4M views on Amazon.

The most watched comedies on Netflix are the aforementioned "The Big Bang Theory" with 51.1M views and "Brooklyn Nine-Nine" with 11.5 M views. On Amazon we find "Two and a half men" with 13.3M views and "2 Broke girls" with 9.2 M views. All these series are from the U.S.Drama is well below with 18.60% on Netflix and 3.91% on Amazon.

HOT TITLE BRANDING
NEW YEAR, NEW ME: WHY BRANDING MATTERS

ANDREA MALACH
CREATIVE DESIGNER

This February, the major streaming platforms, Netflix and Prime Video, took the step of presenting new brand identities. First, Netflix renovations came first and then Prime Video's latter. Why? Because of the drop in subscribers in some months of 2022 and the need to differentiate themselves from other platforms.

Netflix justifies this new change with the objectives of "continuing to create high quality stories" and "giving subscribers greater control over who can access their account" the KOTO studio has connected its identity with a new iconography and UX inside the platform. But in short: new look and navigability but no changes in the main logo.
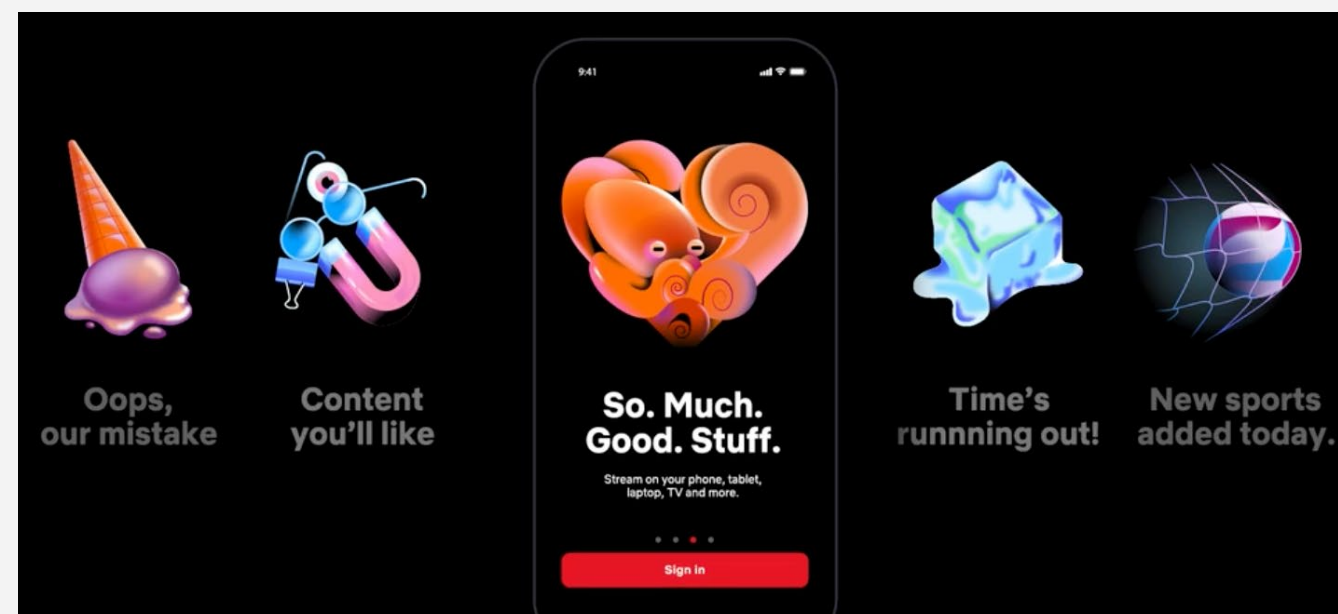
KOTO Studio, Netflix - See complete project here

This look aims to generate a cinematic tone and a language of its own, with the creation of a new custom font (Netflix Sans) and new illustrations and a brand new iconography that evokes the film genres. According to the studio, all these tools "connect with the roots within the cinematic universe, referencing effects and techniques reminiscent of the filmmaking process, in a way that immediately feels like Netflix". This new style aims to enhance the user experience, as well as visually incorporating the platform's core values: "to be pioneering, welcoming and stimulating."

On the other hand, Prime Video, led by Emily Oberman and her team at Pentagram, have made a brand update that aims to "create excitement and awareness about the huge variety of content on Prime Video". To do so, they used their most identifiable asset, the arrow with the Amazon smile logo. This is supposed to represent in a fun and witty way all the content you can consume on the platform. In addition to acting as a frame for the images, it can cut out sections and act as an element that "breaks" the fourth wall, getting closer to the audience.

Both cases confirm that we are going through changing times for streaming platforms due to the high competitiveness that reigns in the market. Companies need to stand out and generate visibility as well as entertainment. Design has been used here, once again, as a good tool to face turbulent times and strengthen brands.

PENTAGRAM, Prime Video - See complete project here

GLOBAL TAKES

1 / **Netflix loses relevance in Spain, but local content holds steady.** After just one month as the top streaming platform in the five markets analyzed, Spain has fallen back to its usual third position. But can we say that Netflix is losing ground in Spain? February is always an irregular month, catching the audience at the height of post-holiday budget crunch. Given the current financial situation where inflation is unstoppable, it's not surprising to see a drop in consumption. The good news is that local content hasn't decreased, with Spanish movies garnering 23.5% of the local share in their home market and 7.2% in all markets, the best percentage since May 2022.

2 / **HBO Max overtakes Amazon in Movies and Shows.** In the three months that HBO Max has been tracked, the streaming service has surpassed Amazon Prime in both the movies and shows markets. Although Prime had previously dominated the movies market, this month, HBO Max collected almost twice as much share as Prime Video, with 8.3 and 4.8 points, respectively. Meanwhile, Netflix lost almost 10 points of share compared to last month.

3 / **General Drop in Consumption.** February has historically seen a decrease in streaming, and this year was no exception. After all the binge-watching during December and January, people tend to consume less content in February. However, North American productions are paying off, particularly those available on Netflix. However, are American movies the ones that are providing the most romantic moments of the year with content like "Your Place or Mine," "You People" and "Shotgun Wedding".

4 / **The end of the cash-driven era impacted Action movies.** The cost-consciousness era has impacted one of the most-expensive genres to produce. As Netflix's financial report lashed out in January, the runaway days of content spending are behind. After a decade spending massive amounts on high-end Originals, Netflix has progressively spawned out the Action project greenlight, making room for other content that can scale up while being more cost-effective. Action relegates to the bottom of the genre performance with 3M streams sharp. "Mission Impossible- Fallout" still kept the fourth position in the ranking with 2.2M streams.

5 / **Aggregated HBOMax channel tuned within Amazon Prime Video enables the platform to compete in France.** "The Last of Us" has allowed Amazon to compete for viewing time quota with 10 million streams, a rare feat for the platform. Amazon's stream share has rebounded since the new year, going up to 10% in a market where it usually scores 4% on average, thanks in part to the aggregated HBO Max channel.

6 / **Travelability of European content abroad.** "La Chica de Nieve", "Vikingulven", "Lidia Pöet" and "Infiesto" enjoyed high rates of travelability in the studied markets and abroad. The show produced by Atípica Films for Netflix, "La Chica de Nieve", has collected 80M in all markets since its release, where half of them come from Spain. Nevertheless, in the three weeks that the show has been of the Global Top #10 on Netflix, the crime show has gathered 100M hours streamed in markets such as American or Brazilian. "Vikingulven" has ranked among the Top 10 with 10.5M total streams, being particularly watched in Spain (#1). "Lidia Pöet" collected 30M streams in the markets, with special success in the domestic market.

7 / **Branding matters.** The subscriber drop pushed Netflix and Amazon to rebrand and improve the UX experience within the platforms, seeking to increase the time spent on the servers. Both cases confirm that we are going through changing times for streaming platforms due to the high competitiveness that reigns in the market. Companies need to stand out and generate visibility as well as entertainment. The design has been used here, once again, as a good tool to face turbulent times and strengthen brands. Check our special article about this marketing subject!

THINKDATA.

BRIDGING THE DATA GAP | FEBRUARY 2023